# **VEDANG R. VATSA**

## Head of Marketing at Entrepreneurship Cell, IIT Kanpur

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#### **EDUCATION**

MDP - IIM Indore

MBA - IIT Kanpur

2018

· Leadership and Motivation

• International delegate for HPAIR by Harvard University (Crowdfunded \$1000 within 3 days)

- Departmental Post Graduate Committee (DPGC) representative for MBA, Dept. of IME, IIT Kanpur.
- Overall Coordinator: Impressions Annual PG Cultural Festival.
- Head of Design in Techkriti Asia's largest Technical and Entrepreneurial festival.
- Head of Marketing; Former Senior Executive in SIP and Web verticals in Entrepreneurship Cell, IIT Kanpur.
- Senior Executive in Academics and Research Cell International Relations.
- Coordinator: PR and Media Cell; Avant-garde (Official MBA Newsletter).
- Coordinator: Media, Design, PR and Marketing in Prabandhan (Annual Management Conclave).
- LinkedIn Campus Editor among 630 from 500 colleges across 40 countries.

## M.Tech (Computer Science) - MD University

2013 - 2015

2017 - Present

- · Won the title of 'Mr. Fresher'
- Manuscript on 'Security in Ubiquitous Computing-Location Based Applications' & 'Study and Analysis of Security Threats and Attacks in MANET'

National Conference on Recent Trends and Developments in Statistics (UGC SAP Sponsored)

• Manuscript on 'A Literature Review on Internet of Things (IoT)

International Journal of Computer Systems, Volume 2, Issue 8, August 2015, pages: 355-358

## B.E. (Computer Science & Engineering) - Panjab University

2009 - 2013

- Executive head of the Training and Placement Cell.
- Member of the technical committee of college's Techno-Cultural Fest; Hostel Committee.

## **WORK EXPERIENCE**

## ERNST & YOUNG - Summer Intern

May 2018 - July 2018

Base Erosion and Profit Shifting: India perspective and OECD's focus on action plans: Literature Review, India Perspective and OECD's focus on Action Plans. The deliverable included an academic review of the literature on BEPS and a formal report that included the introduction of the action plans, a brief explanation of OECD BEPS action plan, India perspective and impact

## OMIDYAR NETWORK - Live Project

Jun 2018

Civic Tech India 2018 in association with Village Capital

TRAVART - Marketing Consultant

Jan 2018 - Jul 2018

Media campaigns/ Marketing, Social Media Engagements, Business Development and Advertising Consulting

## HINDUSTAN PETROLEUM - Management Intern

Dec 2017

Sales analytics - Development of an analytics tool to monitor sales data.

GOFOODIEONLINE - Social Media Marketing

Oct 2017 - Dec 2017

Marketing Consulting, Social Media Marketing, SEO Analysis

### STUDIO TESSERACT - IT CONSULTANT

Sep 2015 - Jul 2017

Business development: Approaching a client from various online platforms, negotiating them concerning the timeline and the

Branding. Design and illustration for different client projects.

Project Management: Making sure that the team working on the project understands the requirements thoroughly and follow the agile methodology to progress further.

UI Design: Designing the UI/UX for mobile applications and websites along with prototyping - using Adobe Photoshop and

DELL Services - Software Development Intern

May 2010 - Jul 2010

Worked on the development of an intranet web portal.

## **DELEGATE**

• Harvard Project for Asian and International Relations (among 600 worldwide) by Harvard University • India-China Youth Dialogue • India-Venezuela Youth Dialogue • 22nd World Business Dialogue at Germany • New India Youth Dialogue • India-Botswana Youth Dialogue • World Investment Forum 2018 by United Nations Conference on Trade and Development • India-Norway Youth Dialogue • 2nd South Asian Youth Summit 2018

## **CERTIFICATIONS**

• The Fundamentals of Digital Marketing: Endorsed by IAB Europe by Google Digital Garage • Introduction to Financial Management by Last Mile Learning • Presentation skills by Humanitarian Leadership Academy • Photoshop: Diploma in Computer Applications from MIIT • Introduction to Copywriting from Udemy • Inbound Marketing from Hubspot Academy • C / C++ from CS Infotech • Marketing Analytics from SIBM Pune



Sales and Marketing

• Growth Hacking • Partnership and Collaborations • **Business Development** 

UI/UX

• Web • Mobile • Wireframes and Mockups

Consulting and Research 

- Strategy Academic Qualitative
- Literature Review Presentation

Graphic Designing

• Art direction • Branding and Advertisement • Media

Digital Marketing

- Social Media Marketing Campaigns
- Content Writing Copywriting SEO

## **ACHIEVEMENTS**

- One of the projects that I was a part of, has been featured in 'The Times of Israel', 'News i24', 'Jewish Business News', 'Boston Business Journal', 'Bostinno', 'MedCity News', 'VentureFizz', etc.
- Worked for; Recommendation from Jack Allison (Screenwriter for Academy Awards/ Oscars, 68th Primetime Emmy Awards), Director Investment -Omidyar Network, CEO - CPA+ Israel, Village Capital.
- Presented a prototype model for a low-cost laptop at IIT-Delhi, reviewed by Kshitii Marwah (Head of MIT Media Labs, India), Alberto Minetti (Nobel Laureate),
- Published 3 articles and 10 manuscripts in various national and international journals/conferences.
- Runner's Up: Pitch Ur Product in Entrepreneurship Summit at IIT Kanpur.
- Among top 3 in India: Beat Plastic Hackathon by UP Pollution Control Board, felicitated by Former Director of **Prime Minister's Office** and IFS officer; Featured in Amar Ujala and Dainik Jagran.

## **VOLUNTEER**

■ Rotaract Midtown, Chandigarh ■ ISKCON ■ UN Volunteers ■ AEIY ■ Kartar Asra ■ The SCOOP Foundation

## OTHER INTERESTS

- Meditation
- Photography (7500+ followers on Instagram)
- Adventure Sports (Jumped the world's highest Canyon Swing and from India's highest bungee jumping platform, 7-day National Mountain Biking Expedition)
- Traveling (Traveled to 4 countries solo)
- Public Speaking (Open mics, Compered Esummit'17 -IITK, Leadership seminars)

