VEDANG R. VATSA

Head of Marketing at Entrepreneurship Cell, IIT Kanpur

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COVER

I am an initiator and the one who get things done. I developed my skills and worked with some eminent clients on my own.

I like to travel far up to the mountains and deep down to the beaches with an aim to explore the strong possibilities of reality. I love to discuss ideas with people and appreciate honest feedback.

I have always felt the hunger to achieve more. I love to master new skills with an idea of expanding the domain of my expertise and knowledge.

Keywords: Team Management, Entrepreneurship, Negotiations, Media, Consulting, Analytics, Copywriting, Sales, Designing, Public Relations, Marketing, Business development and Social Media

EDUCATION

M.B.A (Dept. of IME) — 2017 - Present

Indian Institute of Technology Kanpur

- International delegate for HPAIR by Harvard University at Kuala Lumpur, Malaysia
- Youth delegate for the India-Venezuela Youth Dialogue 2018 among 60 delegates from India.
- Departmental Post Graduate Committee (DPGC) representative for MBA, Dept. of IME, IIT Kanpur
- Head of Marketing in Entrepreneurship-Cell, IIT Kanpur
- Overall Coordinator: Impressions - Annual PG Cultural Festival
- Senior Executive in SIP and Web verticals in E Cell, IIT Kanpur
- Senior Executive in Academics and Research Cell - International Relations
- Coordinator in PR and Media Cell; Avant-garde (Official MBA Newsletter)
- Anchoring in Entrepreneurship Summit organized by E Cell, IIT Kanpur
- Coordinator: Media, Design, PR and Marketing in Prabandhan (Annual Management Conclave)

M.Tech (Computer Science) — 2013 - 2015

Maharshi Dayanand University

- Won the title of 'Mr. Fresher'
- Research Paper on 'Security in Ubiquitous Computing-Location Based Applications' In National Conference on Recent Trends and Developments in Statistics (UGC SAP Sponsored)
- Review Paper on 'Study and Analysis of Security Threats and Attacks in MANET' In National Conference on Recent Trends and Developments in Statistics (UGC SAP Sponsored)
- Review Paper on 'A Literature Review on Internet of Things (IoT) ' In International Journal of Computer Systems, Volume 2, Issue 8, August 2015, pages: 355-358
- Presented a prototype model on 'Raspberry Pi based low-cost laptop' At IIT-Delhi (TRYST-2015)
- Thesis on 'Video surveillance system using Telegram application running on Raspberry Pi''
- Worked on a prototype for 'Virtual Reality headset based on Raspberry Pi and Arduino' and 'Control of electrical switches wirelessly using smartphone based on the concept of the Internet of Things'
- Participated in 'Arduino' workshop at TRYST-2015, IIT-Delhi

B.E. (Computer Science & Engineering) — 2009 - 2013

Panjab University

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

WORK EXPERIENCE

▪ ENTREPRENEURSHIP CELL, IIT KANPUR — Apr 2018 - Present

Head of Marketing

While 'Entrepreneurship' is growing to be one of the business world's biggest buzzwords, the E- Cell at IIT Kanpur envisions a time, when youth will look up to the new generation of CEOs and entrepreneurs as their modern-day rock stars.
Motivated by this vision, we are a team of an enthusiastic bunch of people at E-Cell, working to induce an entrepreneurial mindset into the students and to air an innovative streak in them.

▪ HARVARD PROJECT FOR ASIAN AND INTERNATIONAL RELATIONS

International Delegate

Selected as a delegate (among 600) from a highly selective pool of international applicants to attend the Harvard Project for Asian and International Relations (HPAIR) Conference in Kuala Lumpur by Harvard University.

▪ INDIA-VENEZUELA YOUTH DIALOGUE '18

Youth Delegate

Selected (among 60) as the youth delegate for India Venezuela Youth Dialogue 2018.

▪ ERNST & YOUNG — May 2018 - July 2018

Management Intern

Noida, India
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 work included a case study on the given topic based on EY experience while servicing the clients, maintaining the confidentiality of the client at the same time. The deliverable by Vedang 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 area of impact

▪ OMIDYAR NETWORK

Live Project

Civic Tech India 2018 in association with Village Capital

▪ GOFOODIEONLINE — Oct 2017 - Dec 2017

Social Media Marketing

Marketing Consulting, Social Media Marketing, SEO Analysis

▪ ENTREPRENEURSHIP CELL, IIT KANPUR — Aug 2017 - Apr 2018

Senior Executive

- Vertical: SIP(Startup Internship Program)

The work includes initiating a conversation with the founders and the HR recruiters of various startups and to convert them to offer summer internships to the students of IIT Kanpur: B.Tech, BS, B.Tech+M.Tech, BS+MS.

▪ TRAVART | GEDIT ECOMMERCE PRIVATE LIMITED — Jan 2018 - Jul 2018

Marketing Consultant

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

▪ IMPRESSIONS: ANNUAL PG CULTURAL FESTIVAL

Overall Coordinator - IIT Kanpur

- Events included: Fashion Show, Solo Dance, Singing, Dramatics, Band performance, Group Dance, Poetry, and Standups
- Lead a team of 15 members
- Designed and developed the website
- Handled social media
- Publicity on Facebook (from 1700 to 3600+ likes)
- Designed the posters
- Managed the finances
- Logistics: Get the required permissions from various departments (Security, DOSA, Gymkhana, etc.)

▪ HINDUSTAN PETROLEUM CORPORATION LIMITED — Dec 2017

Management Intern

Delhi, India
Sales analytics – Development of an analytics tool to monitor sales data.
Hindustan Petroleum Corporation Limited (HPCL) is an Indian state-owned oil and natural gas company with its headquarters at Mumbai, Maharashtra. The government of India owns 51.11% shares in HPCL. The company is ranked 367th on the Fortune Global 500 list of the world's biggest corporations as of 2016.

▪ E CELL, VIT VELLORE

Campus Ambassador

The core responsibilities is to make people aware of the various events in ESummit'18 and to make sure that more participation may be within the campus.

▪ THE MINIMALIST — Oct 2017 - Nov 2017

Live Project

Market Survey, Analysis, Research and creation of end to end business plan.

▪ STUDIO TESSERACT — Sep 2015 - Jul 2017

IT Consultant

Ghaziabad, India

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

▪ DELL Services — May 2010 - Jul 2010

Software Development Intern

Noida, India

Worked on the development of an intranet web portal.

SKILLS

Sales and Marketing
- Growth Hacking • Partnership and Collaborations • Business Development

UI/UX
- Web • Mobile • Wireframes and Mockups

Consulting | Strategy and Research
- Strategy • Academic • Qualitative • Literature Review • Presentation

Graphic Designing
- Art direction • Branding and Advertisement • Visual Identity • Media posts • Posters

Digital Marketing
- Social Media Marketing • Campaign Marketing • Content Writing • Copywriting • SEO Analysis

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

PUBLICATIONS

- Blockchain and its Applications
Jul 23, 2018
- StartupIndia, Ministry of Commerce and Industry, Govt. of India

- India- China Relations taking a turn and how India can balance out its Relationship with US and China
Jun 26, 2018
- International Journal of Research

- Leadership Effectiveness, Spiritual Values and the Paths to Happiness
Jun 10, 2018
- Leading Today : Since their first published article in January 2001, weLEAD has become one of the most comprehensive leadership, and management development websites on the Internet!

- Psychology of Colors
Sep 30, 2017
- Avant Garde : Official MBA Newsletter of IIT Kanpur

- A Case Study on 'The Mobile Applications Industry'
- Imperial Journal of Interdisciplinary Research (IJIR) Vol-3, Issue-9, 2017 ISSN: 2454-1362; Impact Factor - 3.75

- Current Trends and Approaches of Network Intrusion Detection System
- International Journal of Computer Science and Mobile Computing; ISSN: 2320-088X; Vol. 6, Issue. 6, June 2017, pg.266 – 270

- Raspberry Pi based Implementation of Internet of Things using Mobile Messaging Application - Telegram
Jul 2016
- International Journal of Computer Applications, Foundation of Computer Science, New York, USA.

- Comparative Analysis of Coverage Schemes in WSN (Wireless Sensor Network)
Jun, 2016
- Communications on Applied Electronics - CAE, Foundation of Computer Science, New York, USA.

- A Review on the Multi Modal Biometric Systems
Jun 2016
- International Journal of Computer Technology & Applications,Vol 7(3),374-384

- Emerging of New Service Oriented Approach Based on Internet of Things
- International Journal of Advanced Research in Computer and Communication Engineering Vol. 5, Issue 5, May 2016 ; Impact Factor - 5.332

- A Literature Review on Internet of Things
- International Journal of Computer Systems (ISSN: 2394-1065), Volume 02 - Issue 08, August, 2015

- Security in Ubiquitous Computing-Location Based Applications
Feb 2015
- National Conference on Recent Trends and Developments in Statistics (UGC SAP Sponsored)

- Study and Analysis of security threats and attacks in MANET
Feb 2015
- National Conference on Recent Trends and Developments in Statistics (UGC SAP Sponsored)

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.
- Presented a prototype model on 'Raspberry Pi based low cost laptop' At IIT-Delhi (TRYST-2015), appreciated by people including Nobel Laureate: Physics, Head : MIT Media Labs, NASA Astronaut, CEOs of invited companies and Professors of IIT Delhi and IIT Kharagpur.
- Some of my clients include:
- The screenwriter for 89th Annual Academy Awards (Oscars), 68th Primetime Emmy Awards and Jimmy Kimmel Live
- IS&T Project Manager at Apple, Founder of Crush & Craft
- Eran Malovani : Founder and CEO – CPA+ (Israel)
- Runner's Up: Pitch Ur Product in Entrepreneurship Summit at IIT Kanpur

ABILITIES

- Public Speaking • Leadership • Team Management • Entrepreneurship • Client Communication & Feedback

VOLUNTEER EXPERIENCE

▪ Rotaract Midtown, Chandigarh ▪ ISKCON ▪ UN Volunteers ▪ AEIY ▪ Kartar Asra

OTHER INTERESTS

- Meditation
- Photography (7000+ followers on Instagram)
- Adventure Sports (Jumped the world's highest Canyon Swing and from India's highest bungee jumping platform)
- Traveling (Traveled to 3 countries solo)
- Public Speaking (Performed in various open mics, anchoring in Esummit'17 - IITK)