

VEDANG R. VATSA

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COVER

I am an **INITIATOR** and a **FAST LEARNER**. I developed my skills and worked with some eminent clients on my own.

I'm an MBA student based out of Delhi, at *IIT Kanpur*.

Keywords: Media, Consulting, Advertising, Copywriting, Sales, Designing, Public Relations, Marketing and Social Media

EDUCATION

Degree/Qualification	Institution	CGPA/Percentage	Year
MBA (Expected April 2019)	Indian Institute of Technology, Kanpur	6.8	2017-Present
M Tech (Computer Science)	Maharshi Dayanand University	66.4	2013-2015
B. E. (Computer Sci. & Engg.)	Panjab University	68.33	2009-2013
HSC (12 th)	Saraswati Sr. Sec. School	85.40	2009
SSC (10 th)	Saraswati Sr. Sec. School	82.20	2007

WORK EXPERIENCE

STUDIO TESSERACT

Ghaziabad, India

IT Consultant

Sep 2015– July 2017 ▪ 22 Months

- 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.

INTERNSHIPS AND LIVE PROJECTS

DELL, NOIDA	▪ Software development Intern; worked on the development of an intranet web portal
HINDUSTAN PETROLEUM	▪ Sales analytics – Development of an analytics tool to monitor sales data.
OMIDYAR NETWORK	▪ Live project : Civic Tech India 2018 in association with Village Capital
THE MINIMALIST	▪ Market Survey, Analysis, Research and creation of end to end business plan.
UN: SCOOP FNDN.	▪ Graphic Design and Illustration
GOFOODIEONLINE	▪ Marketing Consulting, Social Media Marketing, SEO Analysis
THE VOICES	▪ Website design and development, social media reach, video & content development ▪ 8000+ likes(Facebook); 15,000+ views(YouTube); 5700+ followers(Instagram)
ERNST & YOUNG	▪ Summer Internship on the project - Base Erosion and Profit Shifting by MNCs
ENTREPRENEURSHIP CELL, IIT KANPUR	▪ Business Development: Conversion of 54 companies to offer internships to the students ▪ Website design and development: www.sip.ecelliitk.org
STARTUP MASTERCLASS	▪ Coordinator, Website Development in Startup Masterclass event organized by Entrepreneurship Cell, IIT Kanpur : www.startupmasterclass.in
AVANT GARDE	▪ Coordinator and magazine design : Hyperlink
VATSVEDANG	▪ Photography and Design portfolio; Facebook likes: 5000+ www.facebook.com/vatsvedang
PRABANDHAN: MANAGEMENT CONCLAVE	▪ Designed and developed website for Prabandhan: Annual Management Festival ▪ Branding: Graphic Design, Posters and Video/GIF designing ▪ PR and Marketing: Event wise Social Media Reach/Marketing
AAM AADMI PARTY	▪ Media Campaigns/Marketing, Advertising Consulting, Designs, Outreach strategy
TURBO CABS, UK	▪ Consulting, Strategy/Planning, Digital Marketing, SEO Analysis
WEKENDY, Kuwait	▪ Mock-ups, User Interface, Asset designs

SKILLS

▪ Digital Marketing ▪ Graphic Designing ▪ Strategy and Research ▪ Business Development ▪ UI/UX ▪ Consulting

ABILITIES

▪ Public Speaking ▪ Leadership ▪ Team Management ▪ Entrepreneurship ▪ Client Communication & Feedback

CERTIFICATIONS

- C / C++: Jan 2011 – Mar 2011; License CS/A110/3077 from CS Infotech
- **Photoshop**: Diploma in Computer Applications from MIIT
- **Inbound Marketing** from Hubspot Academy
- **Agile Development** from University of Virginia (Coursera) – Ongoing
- **Risk Management: An Introduction** from Udemy – Ongoing
- **Runner's Up**: Pitch Ur Product in Entrepreneurship Summit at IIT Kanpur
- **Fundamentals of Digital Marketing** from Google Digital Garage, endorsed by IAB Europe
- **Copywriting**: Introduction to Copywriting from Udemy

POSITIONS OF RESPONSIBILITY

PANJAB UNIVERSITY

- Executive head of Training and Placement cell.
- Member of technical committee of college's Techno-Cultural Fest; Hostel Committee.
- Departmental Post Graduate Committee (DPGC) representative for MBA in IIT Kanpur
- Head of Marketing in Entrepreneurship-Cell, IIT Kanpur
- Overall Manager : Impressions – Annual PG Cultural Festival
- Senior Executive in SIP and Web verticals in E Cell, IIT Kanpur

IIT KANPUR

- Coordinator : PR and Marketing in TEDx, IIT Kanpur
- Senior Executive in Academics and Research Cell; International Relations Cell
- Public Relations: Admissions committee - MBA 2018-20
- 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 Fest)

STUDIO TESSERACT

- Worked directly with clients from Australia, USA, Germany, UK, Kuwait, France, Ghana, South Africa, Israel, etc.

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'
- 9 Manuscript publications in various national and international journals
- 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
 - Letter of appreciation from Mr. Eran Malovani : Founder and CEO – **CPA+**(Israel)
 - Recommendation from Omidyar Network: Investment firm by eBay founder Pierre Omidyar

VOLUNTEER EXPERIENCE

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

OTHER INTERESTS

▪Meditation ▪Photography ▪Adventure Sports (World's highest Canyon Swing) ▪Travelling (3 countries solo)