

# VEDANG R. VATSA

Head of Marketing at Entrepreneurship Cell, IIT Kanpur

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## EDUCATION

MDP - IIM Indore

- Leadership and Motivation

MBA - IIT Kanpur

- International delegate for HPAIR by **Harvard University** (Crowdfunded \$1000 within 3 days) and World Business Dialogue.
- Youth delegate for the India-China, India-Venezuela and India-Botswana Youth Dialogue among 60 delegates from India.
- 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).

M.Tech (Computer Science) - MD University

- 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

- 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.

Social Media Marketing

Oct 2017 - Dec 2017

GOFOODIEONLINE

Marketing Consulting, Social Media Marketing, SEO Analysis

THE MINIMALIST - Live Project

Oct 2017 - Nov 2017

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

STUDIO TESSERACT - IT CONSULTANT

Sep 2015 - Jul 2017

*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 - Software Development Intern

May 2010 - Jul 2010

Worked on the development of an intranet web portal.

## 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)

## SKILLS

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 posts

Digital Marketing

- Social Media Marketing • Campaigns
- Content Writing • Copywriting • SEO

## 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**

## 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 Kshitij Marwah (Head of MIT Media Labs, India), Alberto Minetti (Nobel Laureate), etc.
- 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