

Vidit Aneja

With a Unique blend of high technical
Aptitude and business marketing skills.

vmaneja@uwaterloo.ca

(519)781 4197

Waterloo, ON

SKILLS AND ACHIEVEMENTS

- **1.5+** years of client services and business experience as proven by working with the Constellation Brands and AIESEC, delivering successful and effective brand marketing and high sales results.
- **2.5+** years of project management experience and absolute passion for technology as proven by leading groups of 4 to 10 people in projects with AIESEC, and leading a start-up at Velocity Garage.
- Extensive experience in delivering Information Management Solution for clients across technical and financial services through work experience at Ubiq and AIESEC.
- Skilled in outpacing targets, as evident from the excellent results produced during my work term at AIESEC, where the brand recognition grew by almost 27%.
- Adopted wider perspective of diverse work environment by pursuing work terms in different countries leading to excellent communication and presentation skills.

RELEVANT EXPERIENCES

Client Services, Wine Rack

Constellation Brands, Kitchener, ON

June 2014 – Present

- Increase number of customers as compared to last year by almost 11% through engaging in effective product and brand marketing by cultivating strong relationships with various clients and key wine.
- Enhance and enlarge the reach of sales by 7% through various marketing platforms and networking with the existing and new clients.
- Execute comprehensive marketing programs to increase consumer awareness, stimulate various product trials, and push revenue products in the constellations' wine portfolio with the assistance of various ads and campaigns, leading to increase in sales and revenue.

Marketing Analyst

AIESEC Waterloo, ON

April 2014 – Nov 2014

- Successfully modeled the plan to elevate the number of exchange participants based on the needs of the clients so as to provide an effective and learning intern experience for both the parties.
- Developed presentations for all staff meetings through both internal and market research in order to educate employees on important and recent changes in the clients' needs and requirements.
- Optimized marketing ideas, thereby increasing the Client association from 5 to 12, while further 20 organizations registered for the following year (2015-2016).
- Analyzed internal and external programs, policies and procedures of the AIESEC using relevant databases to create a reference report, which was used by the President, and the Board as pre-work for the new three-year strategic plan.

Chief Business Development (and Product marketing)

Ubiq Inc., Kitchener, ON

May 2014 – Aug 2014

- Identified 2 potential clients for investment and approached them for meetings, finally turning them into future investors.
- Won the Velocity funds final start-up competition at the University of Waterloo for 25k for an initial funding.
- Designing business model for the business, and coordinating technical and business leads by making sure outcome from the technical team fulfills business needs and our client's requests.
- Successfully developed methodology, implemented analysis and technology predicting profitable pricing and marketing decisions.

- Effectively researched and prepared financial models that outlined the cost/benefit analysis for high level implementation plan.
- Completed a review of Kitchener-Waterloo market to identify potential availability and expected occupancy and other potential costs.

Research Assistant, Glasgow Caledonian University, Glasgow, UK

June 2012 – July 2012

- Outpaced the expectations of the department by setting up 28 virtualized lab machines on a single server instead of the expected target of 24 machines, thereby saving the cost of another server.
- Successfully planned, designed and relocated the servers through various test plans and implemented both windows XP and Linux on the desktops using a single server.

Assistant Project Manager

St. Petersburg State University, St. Petersburg, Russia

Aug. 2011-Oct. 2011

- Organized a team of 4, and supervised them to identify opportunities for seeking potential clients and funding. We distributed ourselves in Moscow and St. Petersburg to seek 50% more clients.
- Outdo the funding status by 54% as compared in 2010 through rigorous AIESEC's brand marketing and advertisements and by identifying opportunities to garner positive media coverage.

Strategy Analyst

AIESEC India

Feb 2011 – Dec 2012

- Organized 4 successful marketing campaigns, thereby increasing the student AIESEC volunteer involvement by 53% over the period of 2 years, outpacing the target of 50%.
- Successfully managed the biggest project - "Project VISION" campaign: outpacing the target of 20 participants by 10.
- Liaised with project leadership to develop project qualifications and proposals.
- Successfully provided operational and financial analysis to the project team through the clients, and launch of the pilot programs.

ADDITIONAL WORK EXPERIENCES

Professional Development course marker, University of Waterloo, Waterloo, ON

Sept. 2014 – July 2015

- Grading courses and proof-reading papers and reports.

EDUCATION

Masters' of Science, Management Sciences

April 2015

University of Waterloo, Waterloo, ON

Bachelors' of Technology, Electronics and Communication Engineering

May 2013

Amity University Rajasthan, India

- Completed bachelors' solely on Scholarship.

TECHNICAL SKILLS

- **Programming Languages:** intermediate: VMWare vSphere, C, C++, and Java. Basic: MATLAB and SQL
- **Platforms/ Software:** Windows 8/7/Vista/XP/2000/98, Linux/UNIX, MS Office & VMWare

ADDITIONAL SKILLS

Project Management, Statistics, Engineering, multi-tasking, sales, qualitative and quantitative research and analysis, business analysis, Organizational Behavior, market research, project planning, technology analyst, presentation, statistical and econometrics analysis.