

AKHIL SHUKLA

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WORK EXPERIENCE

May - July '15
rapidBizApps [Hyderabad, India]

Business Development Intern

Campaign Management

To generate outbound leads

- + Drafted cold email scripts and executed cold email campaigns to reach out to prospects.
- + Researched the effectiveness of each campaign pertaining to variations in content of subject line and body.
- + Found a successful open rate of 56% and positive response rate of 21%.
- + Initiated and experimented with a new type of LinkedIn campaign and found it to be 64% more efficient compared to cold email campaigns.
- + LinkedIn campaign showed an open rate of 86% and positive response rate of 70%.

Content Development

To generate inbound leads

- + Designed a website using Weebly for rapidSweeps which is an enterprise mobility app for electrical contractors.
- + Formulated social media calendar in the prospect of building awareness among the target audience for rapidBizApps.
- + Designed image content to ensure brand pervasiveness of rapidBizApps across social media channels.

HR Support

In talent acquisition

- + Assisted HR department in their talent acquisition by running hiring campaigns across social media platforms - LinkedIn and Facebook.
- + Created a bunch of catchy phrases for use across platforms - SM, phone, email in the hiring process.

EDUCATION

B.Tech
ELECTRICAL ENGINEERING

2012 - 2016*
IIT Patna

Intermediate/+2

2009 - 2011
Delta Junior College

PROFESSIONAL SKILLS

BUSINESS DEVELOPMENT TOOLS

- + YesWare, Zoho CRM, Salesforce, Sidekick, GotoMeeting.
- + LinkedIn, LinkedIn Sales Navigator.

SOFTWARE

- + Ladder language (PLC programming), Photoshop, C/C++, Java.
- + Verilog, MATLAB, Xilinx ISE, AutoCAD, PCB design tools.



Positions of Responsibility

Vice President, Student Gymkhana, IIT Patna

- + Elected unanimously as the representative of the student body of IIT Patna.
- + Single handedly orchestrated the shifting of 800 students across 40 kms from the transit campus to the newly constructed 500 acre permanent campus.
- + Responsible for planning the budget for year long events and activities of the Student body.
- + Accountable for the proper functioning and growth of the entire body consisting of more than a 1000 students and 15 clubs under the domains of Technical, Cultural, Literary, Environmental, Rural Technology and Entrepreneurship.
- + As a Member of Senate involved in key decisions concerning the student welfare ranging from Academic to extracurricular activities and general well being.
- + Held responsible for all points of correspondence of IIT Patna student body with media houses, industries, government bodies and other premier global institutions.

Fest Coordinator, Anwesh'15, IIT Patna

- + Spearheaded a committee consisting of 60 people under 8 departments and successfully orchestrated one of east India's biggest student organized festivals.
- + The festival witnessed a footfall of more than 7000 from diverse institutions across the country.
- + Framed the terms and conditions and drafted MOUs for association of Anwesh'15 with its partners.
- + Responsible for raising sponsorship budget, estimating expenses and ensuring proper branding to the associated sponsors.
- + Successfully acquired and managed sponsorship worth INR 2.7 million increasing revenue by 132% compared to the previous edition of the festival.
- + Supervised the creation of marketing collaterals for all the departments of the fest, on the spheres - content, design and layout.



Self learning

- + Business Development, Marketing Management, Consumer Behavior, Economics, Entrepreneurship, Financial Management



Skills

- + Innovation, Business Development, Mind Maps, Communication, Presentation, Negotiation, Content Development, Play script-writing, PC gamer.