ARAVINDHAN N.

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EDUCATION

Lovely Professional University   Phagwara, Punjab
Integrated BBA - MBA, Major: Marketing and Finance   2019 – 2023 (Expected)
- **CGPA:** 7.2/10 - VI Semester, Dean's list (top 10%).
- **Relevant Coursework:** Banking and Insurance, Digital Marketing, Corporate Strategy, Business Economics, Investment Banking, Sales and Distribution, Business Analytics, Production and Operation Management.
- **Achievement:** Granted a merit scholarship of **30,000 INR** per year by the University; Selected as a Delegate for The Harvard Project for Asian and International Relations, **Harvard Conference** 2021.

WORK EXPERIENCE

Market Research Intern, Fashion TV   NOV 2021 - JAN 2022
- Managed end-to-end project operations, which included design research, collected, and analyzed data.
- Worked on secondary research data analysis. Experience with segmentation, concepts, and **A/B testing.**
- **Produce** compelling **data visualizations** using Statista, Typeform, Tableau, and other market research tools.

Management Intern, National Productivity Council - Government of India   AUG 2021 - SEP 2021
- Successfully executed **Industry 4.0** which includes Integrated System, IoT, Data Management.
- Planned, organized, and carried out short-term and long-term research projects with minimal supervision.
- Conducted research on various IoT to recommend the most **sustainable** one for the masses.

Digital Marketing Intern, Med Tour Easy   JUN 2021 - JUL 2021
- Responsible for **marketing strategy,** monitoring competitors, and coming up with marketing insights on the needs and pain points of the target audience and product positioning.
- Worked on different tools like OBS live streaming, Socialoomph scheduler tool, Trello, Canva, Google AdWords, Google analytics, Google keyword planner, etc.
- Was involved in SEO efforts, email marketing campaigns, and using a variety of **web analytics tools.**

PROJECT

Product KPI Dashboard⬈
- Created a real-time dashboard on Mixpanel to track, analyze, and **display the KPI** of 'Rando Sandos', an online sandwich ordering firm in New York, US by analyzing the Acquisition and Retention metrics.
- Generated a detailed report on Engagement, Preferred payment method, Viewing ingredients, Daily active users, Number of people rating, and writing reviews.
- Constructed a **funnel to track user behavior** from opening the app to ordering a sandwich to identify drop-offs and conversions.

Airport and Airplane Delay⬈
- Designed and published dashboards on Tableau for Airplane Departure Delay, state-wise diverted flights.
- Created the reports for **Delay Causes** on Major Airport Departure in both North & South American airports.

LEADERSHIP EXPERIENCES

- Member of the Student **Advisory Council** at Forage, Presented the pain points of the product to senior management from the learner's perspective. Addressed student issues to the respective authorities.
- Acted as Head of Digital Marketing, **Supervised a team of 10** to initiate a digital presence on various social media platforms. Increased Instagram Engagement by 2.4%. Designed and launched the website.
- Led a team of 20 Volunteers as a Venue Coordinator and ensured the flow of work, managed the stall with **3500+ visitors** for 3 consecutive days at LPU's mega-event, 'One India One World'.

EXTRA-CURRICULAR ACTIVITIES

- Awarded as the Best Volunteer Coordinator by a district collector for directing a team of **150+ volunteers** of the Government of Tamilnadu during the Covid-19 crisis.
- **Raised 22,57,000 INR** from crowdfunding to provide weekly groceries for 3 months to daily wage and Blue-collar workers in 8 districts during the lockdown in Covid-19 and 20 smartphones to school students.
- Published a blog 'Why Don't Tamil People Have a Last Name' on Medium.⬈
- Participated in **ProductCon** - the world's largest Product Management conference held by Product School.

COMPETENCIES

Tools: Excel | PowerPoint | G Suite | Canva | Figma | Jira | Airtable | Tableau | Google Analytics | Mixpanel | Hubspot.
Skills: Digital Marketing | Sales and Marketing | Market Research | Product Management | Business Acumen.
Certification: Product Analytics by Product School and Mixpanel | Fundamentals of Digital Marketing by Google.
Languages: Tamil - Native | English - Fluent | Telugu - Intermediate.