

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 - up to VII Semester, Dean's list (top 10%).
- **Relevant Coursework:** Banking and Insurance, Digital Marketing, Corporate Strategy, Corporate Banking, Sales and Distribution, Business Analytics, Merger Acquisition, and Alliances.
- **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 - FTV SOPA

JAN 2022 - MAR 2022

- Designed surveys to discover customers' preferences. Managed end-to-end project operations.
- Consolidated information into a real-time dashboard in Mixpanel, reports, and presentations.
- Performed a reliable market research SWOT analysis, and competitive analysis.
- Collected and Analysed both primary and secondary data. Researched consumers, competitors, and other market information.

Project Management Intern, NPC - Government of India

AUG 2021 - SEP 2021

- Monitored project progress; Measured the project performance to suggest areas of improvement.
- Provided consistent updates to all stakeholders and Senior Management.
- Assisted senior project managers in milestone management and in tracking open actions.
- Defined and modified the team metrics to ensure the performance is measurable.
- Created and maintained comprehensive project documentation, plans, and reports.

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, United States of America by analyzing the Acquisition and Retention metrics.
- Constructed a funnel to track user behavior from opening the app to ordering a sandwich to identify drop-offs and conversions. Generated a report on Engagement, and Daily active users.

LEADERSHIP EXPERIENCES

- Member of the Student Advisory Council at Forage presented the pain points to senior management from the learner's perspective, and Resolved student issues.
- Acted as Head of Digital Marketing, spearheaded a team of 10 to initiate a digital presence on social media. Increased Instagram Engagement by 2.4%. Designed and launched the website.
- Represented Mittal School of Business in an Inter-School Competition on Sustainability for the United Nations Sustainable Development Goals.
- 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 Tamil Nadu during the Covid-19 crisis.
- Published a blog 'Payment banks: what are they and how do they work?' on Medium, May 2022.➤
- Published a blog 'What Exactly Is a Shared Economy?' on Medium, April 2022.➤
- Published a blog 'Why Don't Tamil People Have a Last Name?' on Medium, September 2020.➤

COMPETENCIES

Tools: MS Excel | PowerPoint | Google Suite | Canva | Jira | Airtable | Tableau | Google Analytics | Mixpanel.

Certification: Product Analytics, Product School | Digital Marketing, Google | Web Analytics, Accenture.

Skills: Digital Marketing | Sales and Marketing | Market Research | Product Management.

Languages: Tamil - Native | English - Fluent | Telugu - Intermediate.