

# 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 - VII Semester, Dean's list (top 10%).
- **Relevant Coursework:** Banking and Insurance, Digital Marketing, Corporate Strategy, Business Economics, Investment Banking, Sales and Distribution, Business Analytics, Corporate Banking.
- **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

- Collected data on consumers, competitors, and the marketplace; Managed **end-to-end project** operations. **Designed surveys** to discover customers' preferences.
- Consolidated information into a **real-time dashboard** in Tableau and Mixpanel, reports, and presentations. Worked on secondary research data analysis.
- Performed a reliable market research SWOT analysis, and competitive analysis.

Project Management Intern, NPC - Government of India

AUG 2021 - SEP 2021

- Worked on an Industry 4.0 project to implement a prototype of **IoT-enabled** factories.
- Provided consistent updates to all **stakeholders**. Prepared the project documentation.
- Monitored project progress; Measured the project performance to suggest areas of improvement.
- Assisted senior project managers in overseeing schedules and milestone management and in **tracking open actions**. Experienced in Jira ticketing system.

## 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.

Airport and Airplane Delay🔗

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

## 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.
- 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 '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.

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

**Certification:** Product Analytics by Product School and Mixpanel | Digital Marketing by Google.

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