

Anubhav Singh

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Academic Achievements

MBA (Marketing)	2026	Bharathidasan Institute of Management, Tiruchirappalli	7.67 / 10.00
B.E (Computer Science)	2020	Padre Conceicao College of Engineering, Verna, Goa	55.00%
Class XII	2016	Kendriya Vidyalaya No-1, Vasco-da-Gama, Goa	84.40%
Class X	2014	Kendriya Vidyalaya No-1, Vasco-da-Gama, Goa	9.40 / 10.00

- **Career Objectives:** Aspiring to be into Product Management, contributing to organizational success & growth.
- **Certification & Courses:** Bloomberg Finance Fundamentals – BLOOMBERG (2024) | Brand Management – University of London (2024) | Project Management Professional Certificate – Google (2024) | Leadership Skills – IIM Ahmedabad (2024) | Microsoft Excel Course – Udemy (2022) | Digital Marketing Course – Udemy (2021)
- **Workshop Attended:** AI/ML for Geodata Analysis – IIRS, ISRO (2024) | Cloud Computing, Quark'19 – BITS Pilani (2024) | E-Summit 18, IIT Bombay, Mumbai, Maharashtra (2018)

Professional Experience

38 Months

Alphacode Technologies LLP **Designated Partner** **January 2021 – March 2024**

- Registered with Ministry of Corporate Affairs, Govt. of India and GST – [2021 – 2024]
- Secured 35+ international projects from clients across USA, Europe, and UK, delivering innovative solutions.
- Negotiated and managed strategic partnerships, resolving conflicts and achieving business objectives.
- Led cross-functional teams to develop and enhance UI/UX, managing costs and meeting tight deadlines.
- Planned and executed projects, aligning resources to achieve 100% on-time delivery and client satisfaction.

Academic Projects

- Crafted an investor **pitch deck** for Pitch Tank 4.0 at **Goa Institute of Management**, presenting a scalable and sustainable business idea to address a real market gap, covering market strategy, and business model. **(2024)**
- Conducted an in-depth **company analysis** of **Indian Oil Corporation Ltd.** and an **industrial analysis** of the **Oil, Gas and Consumable Fuels** in India, understanding its role in the context of Indian economy. **(2024)**
- Executed **detailed assessment** of **CavinKare's product portfolio** using Ansoff Product Market Expansion Grid and Porter's Five Forces, uncovering strategic growth opportunities and competitive positioning. **(2024)**
- Led a **market research project** on the **premiumization** of Colgate premium brands, the toothpaste category while they are in store, thereby improving premium mix and leading to market share gains, during the **Colgate Transcend 2024** competition. Analyzed trends and consumer behavior to develop innovative strategies. **(2024)**
- Conducted **market research** for **HUL's L.I.M.E XVI** competition, focusing on tea preferences among Gen Z. Engaged with tea enthusiasts to gather insights on flavor experiments and eco-conscious choices, providing actionable recommendations. Demonstrated strong research skills in a competitive environment. **(2024)**
- **FNA – Flood Navigation and Assistance System**, engineering final year project. Learned Forward looking sonar technology, 3-D mapping, KNN algorithm in machine learning, I was responsible for assembling the hardware and training the machine learning model for debris, assisted team in building 3-D mapping sonar tech. **(2020)**

Leadership Positions

- **Website & Creative Head, Entrepreneurship Cell** – Responsible for managing college official events, marketing and public relations, college Tech team head, for college technical & cultural festival, 2019-2020.
- **Class Representative** – Elected as C.R, represented my department in the College Student Council, 2016-2017.
- **School Student Council** - Elected as CCA Vice-Captain and as CCA Captain in 2014-2016, School Student council.

Extra-Curricular Activities

- Secured **Third Position** in **Hackathon** team event organised by Saayas'20, National Institute of Technology, Goa.
- Secured **First Position** in **Hackathon** team event organised by Techyon'19, PCCE, Goa.
- Secured **First Position** in **Weave the Web** solo event organised by Techyon'19, PCCE, Goa.
- Secured **First Position** in **Hackathon** team event organised by Hexcoderz, a design agency in Goa.
- Volunteer, Smilekeepers Foundation, based in Goa.
- Hobbies – Photography, Road Trips, Sketching, Listening to Music.
- Languages – English, Hindi, Konkani, German [Learning...].