

VEDANG R. VATSA

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EDUCATION

MDP - IIM Indore 2018

- Leadership and Motivation

MBA - IIT Kanpur 2017 - 2019

- International delegate for HPAIR by **Harvard University** (Crowdfunded \$1000 within 3 days)
- Departmental Post Graduate Committee (DPGC) representative for MBA, Dept. of IME, IIT Kanpur.
- Overall Coordinator: Impressions - Annual PG Cultural Festival (110% inc. in reach on Facebook)
- Head of Design in Techkriti - Asia's largest Technical and Entrepreneurial festival.
- Head of Marketing; Former Senior Executive in SIP and Web verticals in Entrepreneurship Cell, IIT Kanpur (Converted 54 out of 151 companies for summer internship process -73% increment)
- Senior Executive in Academics and Research Cell - International Relations.
- Coordinator: PR and Media Cell; Avant-garde (Official MBA Newsletter).
- Coordinator: Media, Design, PR and Marketing in Prabandhan (Annual Management Conclave).
- **LinkedIn** Campus Editor among 630 from 500 colleges across 40 countries.

M.Tech (Computer Science) - MD University 2013 - 2015

- Won the title of 'Mr. Fresher'
- 3 Manuscript publications

B.E. (Computer Science & Engineering) - Panjab University 2009 - 2013

- Executive head of the Training and Placement Cell.
- Member of the technical committee of college's Techno-Cultural Fest; Hostel Committee.

WORK EXPERIENCE

ERNST & YOUNG - Summer Intern May 2018 - July 2018

Base Erosion and Profit Shifting: India perspective and OECD's focus on action plans: Literature Review, India Perspective and OECD's focus on Action Plans.

- An academic review of the literature on BEPS and a formal report that included the introduction of action plans, explanation of OECD BEPS action plan, India perspective and impact.

OMIDYAR NETWORK - Live Project Jun 2018

Civic Tech India 2018 in association with Village Capital; Recommendation from Director - Investment

TRAVART - Marketing Consultant Jan 2018 - Jul 2018

Media campaigns/ Marketing, Social Media Engagements, Business Development and Advertising Consulting

HINDUSTAN PETROLEUM - Management Intern Dec 2017

Sales analytics - Development of an analytics tool to monitor sales data.

GOFOODIEONLINE - Social Media Marketing Oct 2017 - Dec 2017

Marketing Consulting, Social Media Marketing, SEO Analysis

STUDIO TESSERACT - Business Development Manager Sep 2015 - Jul 2017

Among the founding team, I handled the Business Development and UI Design/ Development for clients based in USA, Australia, Israel and various parts of Europe.

- Grew from 3 to 15 member team
- Some of the clients include Jack Alison (screenwriter for 89th Annual Academy Awards (Oscars), VR Physio (featured in 'The Times of Israel', 'News i24', 'Jewish Business News', 'Boston Business Journal', 'Bostinno', 'MedCity News', 'VentureFizz'), CPA+ Israel, Crush & Craft (IS&T Project Manager at Apple), Center for Science and Environment (New Delhi)

DELL SERVICES - Software Development Intern May 2010 - Jul 2010

Worked on the development of an intranet web portal.

DELEGATE

- Harvard Project for Asian and International Relations (among 600 worldwide) by Harvard University • India-Norway Youth Dialogue (Among 80 from India) • India-Venezuela Youth Dialogue (Among 60 from India) • 2nd South Asian Youth Summit (amongst the 450 youths from 80 countries) • India-Botswana Youth Dialogue (Among 60 from India) • India-China Youth Dialogue (Among 60 from India) • 22nd World Business Dialogue at Germany (among 200 in the world)

CERTIFICATIONS

- The Fundamentals of **Digital Marketing**: Endorsed by IAB Europe by Google Digital Garage • Introduction to **Financial Management** by Last Mile Learning • **Presentation skills** by Humanitarian Leadership Academy • **Photoshop**: Diploma in Computer Applications from MIIT • Introduction to **Copywriting** from Udemy • **Inbound Marketing** from Hubspot Academy • C / C++ from CS Infotech • **Marketing Analytics** from SIBM Pune • **Leadership** workshop by The Economic Times

SKILLS

Sales and Marketing

- Growth Hacking • Partnership and Collaborations • Business Development

UI/UX

- Web • Mobile • Wireframes and Mockups

Consulting and Research

- Strategy • Academic • Qualitative • Literature Review • Presentation

Graphic Designing

- Art direction • Branding and Advertisement • Media posts

Digital Marketing

- Social Media Marketing • Campaigns • Content Writing • Copywriting • SEO

ACHIEVEMENTS

- One of the projects that I was a part of, has been featured in 'The Times of Israel', 'News i24', 'Jewish Business News', 'Boston Business Journal', 'Bostinno', 'MedCity News', 'VentureFizz', etc.

- Worked for; Recommendation from Jack Allison (Screenwriter for Academy Awards/ **Oscars**, 68th Primetime Emmy Awards), Director Investment - Omidyar Network, CEO - CPA+ Israel, Village Capital.

- Presented a prototype model for a low-cost laptop at IIT-Delhi, reviewed by Kshitij Marwah (Head of MIT Media Labs, India), Alberto Minetti (Nobel Laureate), etc.

- Published **4 articles** and **10 manuscripts** in various national and international journals/conferences.

- **Runner's Up**: Pitch Ur Product in Entrepreneurship Summit at IIT Kanpur.

- Among **top 3** in India: Beat Plastic Hackathon by UP Pollution Control Board, felicitated by Former Director of **Prime Minister's Office** and IFS officer; Featured in Amar Ujala and Dainik Jagran.

VOLUNTEER

- Academe India Foundation (India Journalism Week) ■ Rotaract Midtown, Chandigarh ■ ISKCON ■ UN Volunteers ■ AEIY ■ Kartar Asra ■ The SCOOP Foundation

OTHER INTERESTS

- Meditation
- Photography (7500+ followers on Instagram)
- Adventure Sports (Jumped the world's highest Canyon Swing and from India's highest bungee jumping platform, 7-day National Mountain Biking Expedition)
- Traveling (Traveled to 4 countries solo)
- Public Speaking (Open mics, Compered Esummit'17 - IITK, Leadership seminars)