

# VIRENDRA KUMAR

B. Tech. (IIT Kanpur)- Major in Chemical Engineering, Minor in Management

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## PROFESSIONAL EXPERIENCE

### EDELWEISS FINANCIAL SERVICES LTD.

(Apr'18-Aug'19)

*Project Manager cum Business Analyst, Technology – Asset Services, Capital Markets and Advisory (8 members team)*

- Spearheaded technology initiatives aimed at scaling business offerings, digitalizing processes and offering unparalleled solutions
- Devised 9-quarter plan after examining businesses, systems and processes; presented the plan to business COO, winning approval for additional resources for the team and expanding the team from 3 to 8 members in just 5 months
- Single-handedly delivered, in 15 days, customized reporting data APIs to the Internal clients, advancing their onboarding by two months and ensuring establishment of long-term relationship
- Implemented customized CRM for sales and servicing, customizing standard solution based on the peculiar team structure, budget - ₹ 2.5 million
- Researched various solutions in the market and consolidated requirements in collaboration with operations team; finalized internal development over vendor systems based on capabilities of each solution, financial stability and time constraint
- Led a team of 6 to deliver project in a stringent timeline of 2.5 months; achieved multi-fold increase in operational efficiency and capacity to manage process transactions provided by client
- Worked in a team of 3 to establish API integration with various banks' core banking system to streamline fund transfers with the Custody Back Office system increasing operational efficiency by 80%; working with banks for execution

### QUALITY COUNCIL OF INDIA (Project Associate – Chairman's Office)

(Nov'16-Nov'17)

*Project 1: Accreditation, Affiliation and Continuous Monitoring of Training Centers for the Skill Ecosystem (PMKVY 2.0)*

- Synergized the efforts of all the stakeholders in **skill ecosystem** and streamlined the skill development initiatives through a **single SMART portal**
- Enabled the training providers to have a **single front-end portal** interface across multiple Sector Skill Council (SSC) and centrally funded schemes
- Worked under set timelines from ministry for mandatory **time-bound delivery** of Accreditation and Affiliations of Training Centers across India
- Developed an Aadhar based SDMS system to **monitor** the attendance of the trainees and track their placement stats for funds allocation
  - Implemented **client feedback mechanism** to bring transparency and vigilance to the system, thus eliminating anti-social ailments
- Initiatives**
  - Deployed **3 level quality check** viz. Desktop assessment, inspection and a final assessment to provide quality TC's to the nation
  - Designed and analyzed the **MIS** of the accreditation process and presented **report to the ministry** for giving target amount

*Project 2: Accreditation of Industrial Training Institutes (ITIs) for the Skill Ecosystem*

- Led a 50-membered team with 10 field experts to process over **2500 requests** under Skill Development Mission in **stringent timeline** of 3 month
- On-boarded **5 certification bodies** of international repute with a combined strength of over 200 assessors to carry the assessments Pan India

*Project 3: Development of Dynamic Dashboard for tracking of NITI Aayog's 3-year action plan for UP Govt.*

- Coordinated with the Principal Secretaries of 20 ministries to formulate the matrices and KPIs of important HDI based schemes
- Worked under the Chief Secretary, UP to develop a dashboard for monitoring and tracking of schemes by Vice-Chairman and CEO NITI Aayog

### GRABHOUSE, Bangalore (Intern – Operations Analytics and Strategy)

(Dec'15), (May'16-Jun'16)

*Awarded a Pre-Placement Offer for exceptional performance during the internship*

*Project 1: Analyzing Tenant behavior and Finalizing Branding Avenues*

- Conceptualized cost-effective branding strategy by surveying and analyzing data of **200 Tenants**, **50 owners** and branding strategy of competitors
- Facilitated **200% MoM growth** in tenant count and **25% MoM increase** in website traffic by implementing a branding plan worth ₹ 2.5 million
- Achieved **20% MoM increase** in revenue generation and a **15% increase** in brand awareness by collaborating with the colleges and corporations
- Impacts**
  - Conceptualized and implemented accommodation providing program for Interns by contacting **300 colleges** and **30 corporations**
  - Generated revenue of ₹ 0.15 million with a **20% success rate** and a **14% increase** in brand awareness

## POSITIONS OF RESPONSIBILITY

### Head Marketing, Antaragni'15(Annual Inter Collegiate Cultural Festival), IIT Kanpur

(Feb'15-Jan'16)

<b>Accolade</b>	Received <b>Certificate of Appreciation</b> by the <b>Director</b> , IIT Kanpur for exemplary and altruistic contribution to Antaragni Marketing
<b>Leadership</b>	<ul style="list-style-type: none"><li>● Part of a 16-member core group; led a 4-tier team of over <b>1,000</b> volunteers to organize the festival with over a footfall of <b>40,000</b></li><li>● Led a 3-tier marketing team to garner corporate sponsorship at <b>15% YoY</b> growth to ₹ <b>8 million</b> for the biggest collegiate festival</li></ul>
<b>Initiatives</b>	<ul style="list-style-type: none"><li>● Initiated client-specific marketing techniques for tapping diverse interests and ensure effective brand recall of over <b>75</b> companies</li><li>● Delivered <b>50% YoY increase</b> in number of companies contacted by revamping calling strategy; conceptualized event integrations</li><li>● Enhanced social media outreach by <b>200%</b> and budget by <b>10%</b>, by implementing online integration through the <b>RFID</b> technology</li><li>● Instrumental in raising the cash budget of the festival by <b>25%</b> from ₹ <b>10 million</b> to ₹ <b>12.5 million</b> by taping the IITK alumni network</li><li>● Instrumental in increasing the brand awareness and budget by undertaking marketing trips to Delhi and Mumbai during summers</li></ul>
<b>Promotion</b>	<ul style="list-style-type: none"><li>● Provided unparalleled nationwide coverage worth ₹ <b>13 million</b> by negotiating media deals with <b>MTV, Vh1, The Hindu</b> and <b>Red FM</b></li><li>● Provided <b>Pan-India presence</b> by organizing mini-festivals in <b>9 cities</b> with <b>6 competitions</b>; going <b>international</b> for the very first time</li><li>● Secured patronage from <b>UN</b> and <b>Tata Tea Jaago Re</b> for the festival by launching <b>4 nationwide social campaign</b> across the nation</li></ul>