

Nilesh Gothi

Male, 25



EDUCATION			
DEGREE	INSTITUTE/ SCHOOL	PERCENTAGE/CGPA	YEAR
MBA	Indian Institute of Management, Sirmaur	6.1	2021
B.Tech (Mechanical)	FET, Gurukul Kangri University	69.93	2017
XII C.B.S.E.	Gurukul School, Dhamnod (M.P.)	74	2012
X C.B.S.E.	Gurukul School, Dhamnod (M.P.)	81.7	2010

EXPERIENCE	
Being Brand Wala (Distributors Circle)	Brand Acquisition Manager
April'21-Present	<ul style="list-style-type: none"> Onboarding brands for distributors circle platform in different categories of service. Designed Business Cycle Plan for a brand with projected P&L reports. Strategized pitching content, pricing and discounts of service packages. Have to coordinate with SEO team for brand promotion and visibility.

INTERNSHIP	
The Sachdev Group (Automobile)	Strategy & Operations Intern
May-June'20	<ul style="list-style-type: none"> Analysed the feasibility of RPA (Robotic Process Automation) integration in CRM of firm. Strategized the operations after lockdown keeping safety as the primary concern. Reinforced the brand by designing the online marketing campaign through Covid-19 situation.
BigCloud Media LLP	Analytics Intern
April-May'20	<ul style="list-style-type: none"> Created models for social media posts recommendation system, Python Chatbot, Fake News Detection. Analysed IMDb data on various parameters by applying Clustering and Forest Mapping.

CERTIFICATIONS	
<ul style="list-style-type: none"> Analytics Edge certification by MITx Blockchain Essentials V2 by IBM Fundamentals of Digital Marketing by Google 	<ul style="list-style-type: none"> Digital Product Management: Modern Fundamentals Lean Six Sigma Certification by KPMG

POSITION	ACHIEVEMENTS	YEAR
1 st (Intra-College)	OpsQuest 2.0- Case study competition by Operations Club- IIM Sirmaur	2019
2 nd (National level)	Agri Virtual Hackathon , by Confederation of Indian Industry (CII)	2019
1 st (Regional Level)	Best Innovator's Award, Indian Science Congress Association, Haridwar chapter	2015

PROJECTS	YEAR
Khao Healthy (Astorianz Pvt. Ltd.) <ul style="list-style-type: none"> Industry Analysis & Forecasting (World & India) in Organic Food Division (10-year data) Market Analysis and Market Identification with organic food consumption data in India Market Leader Analysis by identifying POD through customer reviews and Financial data. 	2020

POSITIONS OF RESPONSIBILITIES	YEAR
Founder, Farm Yantra <ul style="list-style-type: none"> Founded a platform to connect farmers as a technology-based aggregator for renting machineries and organizing the Owner's machine more efficiently. Provided service to around 40 farmers with MVP. Start-up Incubated under RKVY- RAFTAAR scheme of Ministry of Agriculture, GOI. 	2019
E-Cell Secretary IIM Sirmaur <ul style="list-style-type: none"> Initiated an interview series- "Entrepreneurs of IIM Sirmaur" Managed and organized national level B-Plan competition; Participation pool of 100 teams. Established an Incubation Cell to promote entrepreneurship and nucleation platform for the start-up initiatives. Initiated an E-Read campaign to promote awareness about start-up ecosystem. 	2020 2020 2020
Consulere IIM Sirmaur <ul style="list-style-type: none"> Working to develop consulting quotient of the fraternity by hosting GLs, Case competitions, Guesstimate sessions. 	2019
Member, Umeed (NGO) <ul style="list-style-type: none"> Organized awareness campaigns and donation drives for slum dwellers and orphanages. Taught at orphanages under the project "Knowledge for all". 	2018
Head Co-ordinator, Janagni '17 <ul style="list-style-type: none"> Managed and coordinated Annual Techno-Cultural College Fest. Developed an integrated promotional strategy that resulted in a footfall of 2000 people. Managed the team of 35 Co-ordinators responsible at various positions in Fest. 	2017
Founding member <ul style="list-style-type: none"> Pioneered the formation of Automotive Club with a team of 5 members. Promoted the participations of students in National Level Competitions through the club. 	2015

OTHER INTERESTS
<ul style="list-style-type: none"> Trekking, Swimming, Cooking and playing Basketball