

Sarath P

Male, 25 years



Product Marketing Intern | Design Thinking | Operations Manager

EDUCATIONAL QUALIFICATIONS

Qualification	Institution	Score/Rank	Year
MBA	IIM Indore		2021
B.Tech, Naval Architecture	Cochin University of Science and Technology	7.76/10	2017
Class XII, CBSE	Kendriya Vidyalaya Malappuram	94.60% (Rank 8, Batch Size - 52)	2013
Class X, CBSE	Kendriya Vidyalaya Malappuram	95.00% (Rank 1, Batch Size - 105)	2011

Major Electives

Market Research | Design Thinking | Pricing | Consumer Behavior | Retail Marketing | Psychology of Advertising | SCM

ACADEMIC & CO-CURRICULAR ACHIEVEMENTS

Ranked among top 1% in the course Design Thinking among 590 participants during AY 2019-20	2020
Certified as Microsoft Excel Specialist by the Microsoft and earned a Microsoft proficiency badge in MS Excel 2013 & 2016	2019
Awarded certification in Computer Aided Design and 3D Printing, 3 months course organised by CAD Centre CUSAT	2016
Received certificate of merit for securing position in top 1.5% of students in All India Senior School Certificate Examination	2013
Secured Second position in the Science Exhibition competition conducted as part of the Co-curricular Activities Competition	2012

INTERNSHIPS

Company	Role	Duration
KickStartUp, Rajasthan	Product Marketing & Strategy	Apr'20 – Jun'20
<ul style="list-style-type: none">Formulated Marketing Strategies to capture US & Asian markets and headed the Client Onboarding Program targeted at US marketConducted primary research on consumers (B2B & B2C) to understand the perception and expectation of pay-per-hour servicesAnalysed the data & ran statistical test using SPSS to identify value proposition, target segment, pricing & feature recommendationsDeveloped wireframes for the website and carried out Digital marketing Campaigns & Social Media Marketing through e-platforms		
Cochin Shipyard Ltd, Cochin	Design, Construction and Repair wing	May'16 – Jun'16
<ul style="list-style-type: none">Trained in Inspection & Quality control, Ship Building, Ship Repair, Safety & Fire services, and Utilities & Maintenance departmentSuccessfully executed Planning and Production control line for the ship building process including Hull outfitting and Hull erection		

WORK EXPERIENCE

5 months

Company	Role	Duration
Greenspark Infra Consultants	Operations Manager	Aug '17 – Dec '17
Roles & Responsibilities	<ul style="list-style-type: none">Acted as first point of contact with clients and suggested customized solutions in plumbing & electrical designsFormulated methods and reached potential customers via tele calling, direct meetings & social media platformsIdentified 120 potential customers and successfully expanded customer database by 100% than previous yearAssisted 30 customers in outsourcing contracts worth 20 lakhs based on drawings, estimate & bill of quantitySupervised the operations of 20 outsourced works and ensured their compliance with internal MEP design	
Achievements	<ul style="list-style-type: none">Bagged Mechanical-Electrical-Plumbing projects worth 25 lakh rupees within the initial three months in Kerala	

PROJECTS & RESEARCH PAPERS

Academic Projects	E-commerce platform analysis	Studying factors for Sales & Ratings	Jan'21 – Mar'21
	<ul style="list-style-type: none">Developed a Regression model using variable selection to predict units sold, revenues and optimum inventoryProposed directed promotional strategies by identifying characteristics of customer segments with clustering		
	Consumer Behaviour	Market Research	Jan'20 – Mar'20
	<ul style="list-style-type: none">Conducted primary research and analysed the data to understand consumer retaining factors in the storeUtilized IBM SPSS software to run statistical tests and suggested practices for improving customer satisfaction		

POSITIONS OF RESPONSIBILITY

IIM INDORE	i5 Operations & Hospitality vertical	
<ul style="list-style-type: none">Coordinated for all logistics requirement and facilitated hospitality for both guest and participantsManaged eight events by planning, organizing and arranging requisite permission and amenities		
Cochin University of Science and Technology	Student Member, Society of Naval Architecture Students	Jul'14 - Apr'17
	<ul style="list-style-type: none">Organised workshops, seminars, presentations in Anchorage, the technical fest having footfall of 3000 studentsRepresented 160 members' community, & collaborated with institute authorities for their welfare & interests	
	Joint Student Convener, MASTECH	Jul'16' – Nov'16
<ul style="list-style-type: none">Organized International Seminar on Maritime Industry having a footfall of 1000 including students & delegatesFacilitated to provide a platform for the students to present their research work on innovative technical ideas		

EXTRA-CURRICULAR ACTIVITIES

Social Service	<ul style="list-style-type: none">Contributed towards HelpAge India, a social initiative by creating awareness and assisting in raising funds, 2010
Sports	<ul style="list-style-type: none">Represented school as core member of football team at the inters-school tournaments for AY 2012-13Secured 4th rank in district level chess tournament hosted by Akshaya Kala Samskarika Vedi, Parappanangadi
Cultural Events	<ul style="list-style-type: none">Secured 3rd position in group dance at Cluster Level Social Science Exhibition conducted by KV Palakkad
B-School Events	<ul style="list-style-type: none">Secured First Position among 129 participants in Crypto-Vyapaar, a week-long Crypto Trading Competition
Certifications	<ul style="list-style-type: none">Successfully completed certification course in Google AdWords, Fundamental & Mobile Advertising
Interests	<ul style="list-style-type: none">Enthusiastic about trekking, exploring new places, playing football and participating in chess tournaments