

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 MITxBlockchain Essentials V2 by IBMFundamentals of Digital Marketing by Google		<ul style="list-style-type: none">Digital Product Management: Modern FundamentalsLean Six Sigma Certification by KPMG	
POSITION		ACHIEVEMENTS	YEAR
1 st (Intra-College)	<ul style="list-style-type: none">OpsQuest 2.0- Case study competition by Operations Club- IIM SirmaurAgri Virtual Hackathon, by Confederation of Indian Industry (CII)Best Innovator's Award, Indian Science Congress Association, Haridwar chapter		2019
2 nd (National level)			2019
1 st (Regional Level)			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 IndiaMarket 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.		2020
			2020
	<ul style="list-style-type: none">Initiated an E-Read campaign to promote awareness about start-up ecosystem.		2019
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			