

NIKHIL SETIYA

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ABOUT ME

Manager at 25, MBA specialising in strategy, 5 years of experience in project management, business strategy, and analytics with cross-domain knowledge of telecommunications, marketing, EdTech, manufacturing, and FMCG.

EDUCATION

2019 - 2021 • Aston University • Birmingham, UK
Master's of Business Administration (MBA)

2011 - 2015 • RCOEM • IN
Bachelor of Engineering (Electronics)

EXPERIENCE

Intern | Consultant, Aston Business Clinic

06/2020 - 08/2020

Clients/Projects:

- **Pathway Events:** Delivered a digital transformation strategy for the core EdTech product.
Skills: Market research, analysis, financial modelling, stakeholder management, & design thinking.
- **Rugged Nature:** Delivered a road-to-market branding strategy (identity, guidelines, and proposition) for an FMCG product range.
Skills: Strategic thinking, brand positioning, growth strategy, analytics & customer leadership & SQL.

Business Analytics Intern, Do Your Thng

04/2020 - 07/2020

- Analysed data to deliver user engagement metrics & iterations to the product by translating data flows & insights while improving efficiency.
Skills: Agile methodologies, google analytics, firebase, statistical modelling, user stories.

Assistant Manager, GTT Communications

05/2017 - 07/2019

- Worked closely on business transformation projects post-acquisition of 'Interoute' in digital functional transformation and implementation for Cloud-based infrastructure.
- Designed and implemented global CRM roadmap & strategy which led to a 15% reduction in support tickets & customer churn.
Skills: Requirements engineering, digital strategy, project management, cloud computing & operations.

Software Engineer, Infosys Ltd.

05/2015 - 05/2017

- Provided key inputs for automating IT technical support processes to minimize manual tasks and increase productivity by 20%.
- Performed network modelling, analysis, planning and deploying configurations on routers.
Skills: Network design & implementation, IT strategy, analysis, stakeholder management.

PROJECTS

MBA Consultancy Project, NSG Group

06/2020 - 11/2020

- The project focused on evaluating how the 5G antennas technology can be used to exploit the automotive product category & provide a recommendation on the business opportunity. The client was impressed with the industry analysis and recommendations.
Skills: Qualitative & quantitative analysis, macro analysis, data cleansing, business process modelling.

Redefining Laundry care, Procter & Gamble (P&G)

10/2019 - 12/2019

- Delivered a business strategy to increase sales and buyers by 10% in the next 2 years for its products in the in-wash scent booster segment.
Skills: Qualitative analysis, industry analysis, financial modelling, data modelling, customer segmentation.

CERTIFICATIONS & COURSES

Google Analytics for Beginners (Firebase)

Google

BCG Digital Transformation Virtual Experience

Forage/BCG

RPA, AI, and Cognitive Tech for Leaders

LinkedIn

Google Data Analytics Professional Certificate

Coursera (yet to complete)