

ARAVINDHAN N.

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EDUCATION

Lovely Professional University

Phagwara, Punjab

Integrated BBA - MBA, Major: Marketing and Finance

2019 – 2023 (Expected)

- CGPA: 7.3/10 - up to VIII Semester, Dean's list (top 10%).
- Relevant Coursework: Banking and Insurance, Digital Marketing, Corporate Strategy, Corporate Banking, Sales and Distribution, Business Analytics, Merger Acquisition, and Alliances.

WORK EXPERIENCE

BSH Home Appliances, Bosch

Mumbai, Maharashtra

Management Trainee - Product / Category Management

JUN 2022 - Present

- Managing the national business of Bosch cooking category - Annual Turnover of 1250 million INR.
- Responsible for delivering the category P&L. Maintaining the product portfolio's health.
- Distribution of products and Maintaining the demand and supply of the products in the market.
- Multi-stakeholder management - Supply chain, Finance, Service, Factory, Marketing, and sales.
- Implementing schemes and tie-ups across sales channels to boost sales during festival seasons.
- Assessing consumer preference trends, competition portfolios, market size estimations, and pricing decisions in a given category.

Market Research Intern, Fashion TV

JAN 2022 - MAR 2022

- Designed surveys to discover customers' preferences. Managed end-to-end project operations.
- Consolidated information into a real-time dashboard in Mixpanel, reports, and presentations.
- Collected and Analysed primary data of consumers, competitors, and other market information.

Project Management Intern, NPC - Government of India

AUG 2021 - SEP 2021

- Monitored project progress; Measured the project performance to suggest areas of improvement.
- Provided consistent updates to all stakeholders and Senior Management.
- Assisted senior project managers in milestone management and in tracking open actions.

PROJECT

Product KPI Dashboard

- Created a real-time dashboard on Mixpanel to track, analyze, and display the KPI of 'Rando Sandos', an online sandwich ordering firm by examining the Acquisition and Retention metrics.
- Constructed a funnel to track user behavior from opening the app to ordering a sandwich to identify drop-offs and conversions. Generated a report on Engagement, and Daily active users.

LEADERSHIP EXPERIENCES

- Acted as Head of Digital Marketing, and spearheaded a team of 10 to initiate a digital presence on social media. Increased Instagram Engagement by 2.4%. Designed and launched the website.
- Led a team of 20 Volunteers as a Venue Coordinator and ensured the flow of work, managed the stall with 3500+ visitors for 3 consecutive days at LPU's mega-event, 'One India One World'.

ACHIEVEMENT

- Awarded as the Best Volunteer Coordinator by a district collector for directing a team of 150+ volunteers of the Government of Tamil Nadu during the Covid-19 crisis.
- Granted a merit scholarship of 30,000 INR per year by Lovely Professional University.
- Delegate at The Harvard Project for Asian and International relations, Harvard conference 2021.
- Published a blog 'Payment banks: what are they and how do they work?' on Medium, May 2022.
- Published a blog 'What Exactly Is a Shared Economy?' on Medium, April 2022.
- Published a blog 'Why Don't Tamil People Have a Last Name?' on Medium, September 2020.

COMPETENCIES

Tools: MS Excel | SAP Sales and Distribution | Tableau | Google Analytics PowerPoint | Google Suite.

Certification: Product Analytics, Product School | Digital Marketing, Google | Web Analytics, Accenture.

Skills: Product Management | Category Marketing | Product Analytics | Sales and Marketing.

Languages: Tamil - Native | English - Fluent | Telugu - Intermediate.