# Siddhant Singh

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SUMMARY	MBA, IIM INDORE		• APMM INTERN, G	OOGLE • BES	BEST ALL-ROUNDER AWARDEE		• 100+ FREELANCE PROJECTS	
	NATIONAL WI	NNER - RPG BLIZ	ZARD & PARLE ASHWAMEDHA	PROJECTS WITH	I VOLVO EICHER, VO	OLKSWAGEN, GO	OGLE, HDFC, YOUR-SPACE	
SKILLS	• Project Management • Statis		Statistical Modelling	al Modelling • Road-Mapping		unications	• Data Analytics	
TOOLS	• JIRA	• R Stuc	lio • Power Bl	• Tableau	• Slack	• SQL	• Python	



#### **EDUCATION**

MBA O

**IIM Indore** 2018 - 2020 (Winner of 3 National Level Corporate

B.A. (Foundations of Management) **IIM Indore** 2015 - 2018 3.24/4.33 ~ 82% (Rank 13 among 130+)

**CBSE XII** Doon International, Dehradun 2014 92.8% (Rank 7 among 400+)

**ICSE X** Hilton's School

2012 95.4% (Rank 2 among 180+)



#### **Professional Experience**

India Internet Fund C Summer Analyst (Venture Capital)

Competitions, A grade in 17+ courses)

JAN 2020 - APR 2020

Google

MBA Intern APR 2019 - JUN 2019

Intellecap

Management Intern

**APR 2018 - MAY 2018** 

Patanjali S&M Intern

**MAY 2018 - JUN 2018** 

**EDMofy** 

Growth Gravy Solutions **Content Strategist** AUG 2014 - JUN 2015 Researched the Direct-to-consumer sector in India, China & USA & its trends

- Analysed investment patterns for 100+ start-ups and brands in the space
- Identified key sub-sectors with disruption opportunities & solution gaps
- Built an activation strategy by identifying seasonal trends in 25+ categories over 14 years
- Crafted an always-on communications strategy & listicle-campaign for Google Maps
- Prepared agency briefs & drove 3 feature launches for Google Maps on social & PR
- Developed Aavishkaar-Intellecap Group's brand guidelines & drove digtal-first growth
- Designed a brand-tool to record client project wins for internal communications
- Strategized digital sales (e-Commerce SEO), organized online-flow for B2B channels
- Created a desirability report by surveying 30+ existing retailers & 100+ consumers

Led a team of 14 to drive user engagement by 350% in 4 months on social

Curated the online portal for quality & experience, generating an average CTR of 73%



### **INDEPENDENT PROJECTS**

Volkswagen AG, Brazil

JUN 2018 - JUL 2018

Industry 4.0 in the value chain: Built risk models & recommended integrated Industry 4.0 solutions to enhance the organization's value chain in Latin America

**HDFC Bank, Indore** OCT 2018 - MAR 2019

Developing process to establish 75% digital transactions: Identified 4 parameters for digital service acceptance by analyzing 8 competitors apps & 70+ consumer surveys

Google Ad Grants JUL 2019 - present

Campaign Management for Non-Profits: Strategized and drove a digital ad campaign to improve CPC and acquisition rates for AlternaCare, a US based NGO

Your-Space AUG 2019 - present Go-to-market Strategy: Ascertained top 20 micro-markets by analyzing need-gaps of student housing across 4 Lakh+ Indian colleges across 10,000+ cities

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Major Courses

- Product Management
   Consumer Behavior
   Econometrics
   Sampling & Distribution
   Strategy Consulting
   Psychology
   Leadership Insights
   Economics
   Optimization
   Statistical Modelling
   Research Methodology
- National Winner of RPG Blizzard 2019 and Parle Ashwamedha, awarded pre-placement interview by RPG Group
  - National Finalist of Marico Over the Wall (Campus Winner), Enactus (Regional Winner), TVS Credit E.P.I.C and Infosys Ingenious
  - Recognized by global head of Google Ad Grants for successfully strategizing & driving campaigns for Google's non-profit clients
  - . Achieved top 5%ile rank (18,000 MBA grads) & qualified for Nationals of Ingenious, Infosys Management Consulting
  - Stood 1st in the batch of 96 students in courses Principles of Management, Social Media, Algorithms
  - Ranked top 5%ile in Statistics I, Psychology, Organizational Behavior II & secured A grade in 15+ courses
  - Selected among top 20 Global Finalist of the Zurich Enterprise Challenge by Zurich Insurance, Switzerland
  - Runners Up among 28 teams in GRMI Case Study & Risk Simulation Challenge at Lady Sri Ram College
  - Conducted research on Pareidolia (tendency of imagining sound), review by Springer Journal of Psychology
  - Awarded the Best All-Rounder Student accolade in a batch of 400+ students at The Doon International School
  - Scored top 0.5%ile in Language Conventions & Quantitative Reasoning in CBSE Problem Solving Assessment



Academic &

Co-Curricular

Achievements

Certifications & Tools

- 1-year-long EdX certification in CS50 (Programming in Python, C, Javascript, HTML, SQL) from Harvard University
- Hubspot: Inbound Marketing
- Google Academy: AdWords Fundamentals & Mobile, Analytics, Digital Sales
- Digital Transformation (BCG & Darden B-School)
- Facebook BluePrint E-Learning: Best Brand Practices, Audience Insights





Intermediate Proficiency



### STUDENT LEADERSHIP POSITIONS

#### Senior Member, Mercur-I O •

IIM Indore's Marketing Club MAR 2019 – Present

#### **Recruitment Coordinator**

Placement Committee, IIM Indore JUL 2018 – FEB 2019

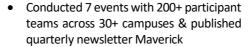
# Overall Coordinator, Atharv '17

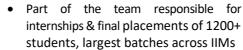
Management, Literary & Cultural Fest MAR 2017 – MAR 2018

#### Senior Member, Enactus

Global Non-Profit Community

APR 2016 – APR 2017





- Lead a team of 300+, cultivated relations with 43 sponsors, 2500+ attendees & delivered Rs 5L surplus & Rs 35L revenue
- Steered Mahila Shakti (CFL production) & Bank Sakhi (microfinance) projects; grants from KPMG, BlueDart & Mahindra



### STUDENT INITIATIVES

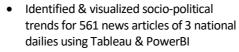
- Conceptualized digital & gamified insight generation for partners in Utsaha, IIM-I's Market Research Fest
- Founder of IIM-I's undergrad Creativity & Marketing club & crafted digital strategy for IIM Indore under its Director
- Lead El Amigo, a 15+ member team to enhance students' psychological well-being & peer counselling
- Set up a food outlet specializing in cold-beverages at IIM-I, generating an ROI of 117% in 3 months



# **ACADEMIC & RESEARCH PROJECTS**

Analysis of Media Coverage of Tiger Reserves in India from 2003-13 JAN 2018 - MAR 2018

Space Shuttle Challenger's O-Ring Failure - Risk Analysis JUL 2017 - SEP 2017



 Estimated pre-launch failure odds using a logistic regression model on R Studio for a range of launch conditions

# EXTRA CURRICULAR INTERESTS

- Author & guest writer for various technology, music & event media outlets (200+ articles)
- Seasoned Debater & MUNner;
   Presided over 3 National MUNs;
   DebSoc Think Tank Member



















THRILLER CINEMA

CODING

GAMING

**PHOTOGRAPHY** 

DIGITAL DESIGN

CRICKET

MUSIC PRODUCTION