

Siddhant Singh

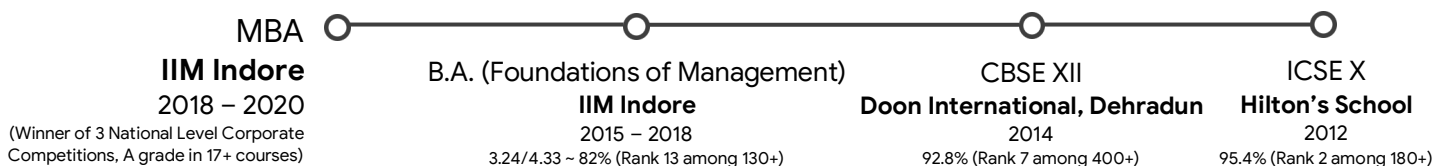
+91-9522565616 i15siddhants@iimidr.ac.in DOB: 18th May 1996



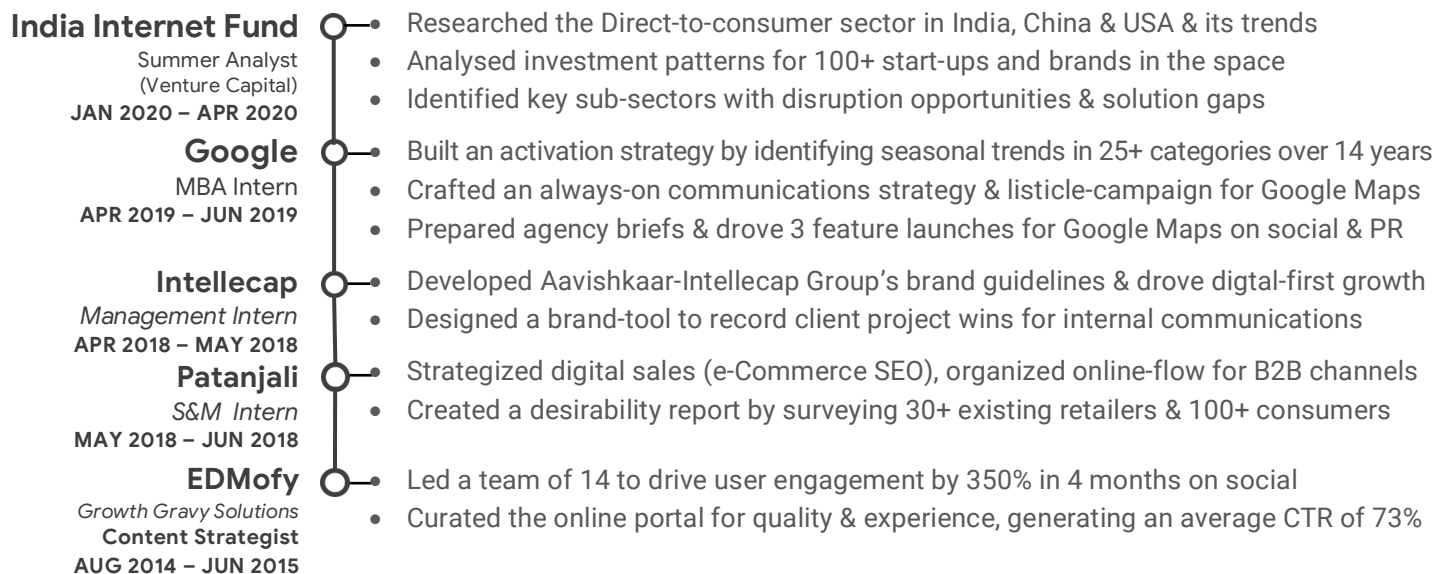
SUMMARY	<ul style="list-style-type: none">MBA, IIM INDOREAPMM INTERN, GOOGLEBEST ALL-ROUNDER AWARDEE100+ FREELANCE PROJECTS
SKILLS	<ul style="list-style-type: none">Project ManagementStatistical ModellingRoad-MappingCommunicationsData Analytics
TOOLS	<ul style="list-style-type: none">JIRAR StudioPower BITableauSlackSQLPython



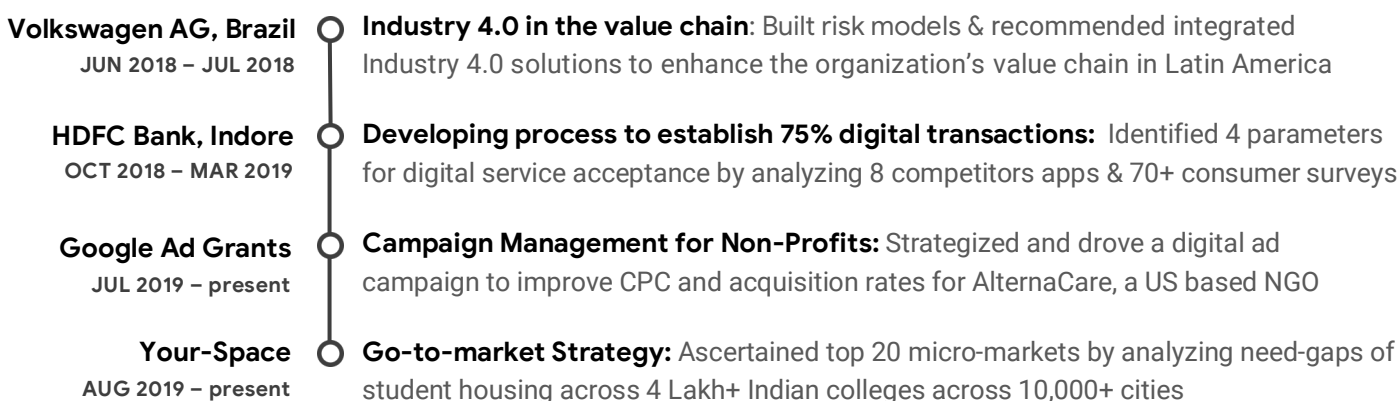
EDUCATION



Professional Experience



INDEPENDENT PROJECTS



Major Courses

- Product Management • Consumer Behavior • Econometrics • Sampling & Distribution • Strategy Consulting
- Psychology • Leadership Insights • Economics • Optimization • Statistical Modelling • Research Methodology



Academic & Co-Curricular Achievements

- **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



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



STUDENT LEADERSHIP POSITIONS

- Senior Member, Mercur-I**
IIM Indore's Marketing Club
MAR 2019 – Present
 - Conducted 7 events with 200+ participant teams across 30+ campuses & published quarterly newsletter Maverick
- Recruitment Coordinator**
Placement Committee, IIM Indore
JUL 2018 – FEB 2019
 - Part of the team responsible for internships & final placements of 1200+ students, largest batches across IIMs
- Overall Coordinator, Atharv '17**
Management, Literary & Cultural Fest
MAR 2017 – MAR 2018
 - Lead a team of 300+, cultivated relations with 43 sponsors, 2500+ attendees & delivered Rs 5L surplus & Rs 35L revenue
- Senior Member, Enactus**
Global Non-Profit Community
APR 2016 – APR 2017
 - 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
 - Identified & visualized socio-political trends for 561 news articles of 3 national dailies using Tableau & PowerBI
- 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



HOBBIES



THRILLER CINEMA



CODING



GAMING



PHOTOGRAPHY



DIGITAL DESIGN



CRICKET



MUSIC PRODUCTION