

VAKUL BHARATWAL

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[LinkedIn Profile](#)

AREAS OF INTEREST AND STUDY

Semiotics, Consumer and Buyer Behavior, Innovative Marketing, Retail & Shopper Marketing, Rural Marketing - FMCG Sector, Media Agenda Setting, Mobile Marketing.

ACADEMIC PROFILE

2021	PGDM , MICA, Ahmedabad
2018	B.Tech. (Electrical & Electronics) (Electrical and Electronics Engineering), 70.36%, Bharati Vidyapeeth's College Of Engineering (BVCOE), Guru Gobind Singh, Indraprastha University, New Delhi
2014	CLASS XII (CBSE), 84.40%, Greenfields Public School, (GPS) New Delhi
2012	CLASS X (CBSE), 87.40%, Greenfields Public School, (GPS) New Delhi

SKILLS & LANGUAGES

Language Skills - English, Hindi, Sanskrit

Tools & Technologies - MS Word, Google Trends, Canva

Other Skills - Event Management, Product Management, Category Management, Market Research - Primary and Secondary, Taxonomy Review and Correction, Teaching, Public Speaking, Conflict Resolution

HOBBIES & INTERESTS

Cleaning, Reading, Swimming, Listening to Music, Mobile Gaming, Exploring New Technologies, Watching Foreign Films

Community Building | Marketing | Technophile



SUMMER INTERNSHIP

2 Months

IndiaMART Intermesh Limited, Product Management Intern

Apr - May 2020

Noida

- Secured Pre-Placement Interview (PPI) for performance during the internship
- Worked on category enrichment which entails increasing the product catalogue and supplier addition while gauging consumer insights in B2B and B2C space. Creating more value for new and existing clients during COVID-19 crisis
- Category 'Phenyl and Disinfectant Chemicals' – Seller addition and enrichment, taxonomy review and correction and content audit across category. 11.2% Increase in New Seller count, Achieved Rank 1 on GOOGLE SERP in 10 out of 14 products listed under the category. 42% Increase in traffic for the category
- Category 'Mosquito Repellents' – Application of SEO techniques to increase rank on GOOGLE SERP, 40% Increase in traffic on the category, 10% Increase in listed seller count and improved matchmaking and customer experience

OTHER INTERNSHIPS

1 Months

D.R.D.O. , New Delhi

Research Intern

Jun 2017 - Jul 2017

- Research project on Bluetooth-based home automation using Arduino at D.R.D.O, New Delhi

LIVE PROJECTS

TeeSpring

Student Associate

Nov 2020 - Nov 2020

- Ran a 2 week digital marketing campaign on Facebook, Instagram and Google Ads, targeting major cities in the US and Europe
- Achieved a CTR of 1.56% through social media targeting on Facebook Ad Manager, with a Bounce Rate of overall campaign of 12.5%

SRISTI

Student Associate

Sep 2020 - Oct 2020

- Collaborated, researched and developed case studies for rural farmers, ecopreneurs and grassroots innovators associated with the developmental voluntary organization - SRISTI

Dialogue Space

Student Associate

Aug 2020 - Sep 2020

- Successfully developed and ran Google Search Ad campaigns for the company's events on mental health and art, and achieved effective CTRs for all the campaigns including 9.35% for the category – 'Beginner's Writing Workshop'

Blind People's Association

Urban Impact Project (UIP)

Oct 2019 - Mar 2020

- Devised and recommended social media and content strategy for BPA's Vision in the dark initiative with the objective of increasing the footfall by 25%

CERTIFICATIONS

Introduction to Psychology

Yale University | Coursera

2020

Google Analytics for Beginners

Google

2020

POSITIONS OF RESPONSIBILITY

MICA	Member, Strategic Collaborations, Operations and Finance, MICA Jagriti, The Social Responsibility Wing of MICA <ul style="list-style-type: none">Conducted Events: Joy of giving week, workshops on mental health awareness and cancer prevention	2020-21
Bal Sahyog	Teacher, Bal Sahyog, Connaught Place, New Delhi <ul style="list-style-type: none">Mentored and taught students from underprivileged backgrounds at Bal Sahyog, a social welfare organisationFelicitated by the School's In-charge with an additional certificate of performance	2018-18
BVCOE	Member, Organizing Committee, 'OEUVREMUN' – Model United Nations of BVCOE, New Delhi <ul style="list-style-type: none">Managed Java Coding event under IET Delhi chapter at BVCOE	2016-17

ACCOMPLISHMENTS

Competitions	Finalist, Wemarsh (Pidiliite Case Challenge), WeBizFest, Welingkar	2020
	Institute of Management Development & Research, Mumbai	
	Winner, 'Street Genius', Fervour, IEEE BVCOE, New Delhi	2016
Events	Event Manager, "Text Me With Selfie" BVEST, BVCOE, New Delhi	2015
Misc.	Winner, Computer Competition, Annual Exhibition, GPS, New Delhi	2008
Social Work	Volunteer, Child Rights and You (C.R.Y.), New Delhi	2020
Sports	2 nd Position, Inter-House Basketball Competition, GPS, New Delhi	2013