



Master of Business Administration (M.B.A.)  
 Delhi School of Management  
 Delhi Technological University (Formerly D.C.E.)

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EDUCATIONAL QUALIFICATIONS			
Master of Business Administration (M.B.A.)	2020-22	Delhi School of Management, DTU	8.87 CGPA
B. Tech, ECE	2013-17	Northern India Engineering College, Shastri Park	74.08%
12 <sup>th</sup> (C.B.S.E.)	2013	Bal Bharati Public School, Ganga Ram Hospital Marg	85.60%
10 <sup>th</sup> (C.B.S.E.)	2011	Bal Bharati Public School, Ganga Ram Hospital Marg	8.8 CGPA
WORK EXPERIENCE			
<b>3 Months (July 2021 – September 2021)</b>		<b>Yellow Club, Bengaluru</b>	<b>Marketing Analyst Intern</b>
<ul style="list-style-type: none"> <li>Worked as a Marketing Analyst in a team of 6.</li> <li>Conducted <b>benchmarking</b>, market research, and competitor analysis to understand industry trends.</li> <li>Optimized marketing channels and service offerings to achieve more conversions.</li> </ul>			
<b>2 Months (June 2021 – July 2021)</b>		<b>HDFC Limited, New Delhi</b>	<b>Summer Intern</b>
<ul style="list-style-type: none"> <li>Worked with the Corporate Communications department of HDFC Limited.</li> <li>Devised SEM strategy to build awareness and generate leads under the <b>PMAY CLSS Scheme</b>.</li> <li>Conducted <b>market research</b> and competitor analysis to understand industry trends.</li> <li>Prepared ad copies and executed the strategy on the <b>Google Ads</b> platform.</li> <li>Undertook <b>campaign management</b> and tracking to achieve the set objective.</li> </ul>			
<b>1 Month (June 2016 – July 2016)</b>		<b>Airports Authority of India, IGI Airport</b>	<b>Summer Trainee</b>
<ul style="list-style-type: none"> <li>Learned about VHF communications and their role in airport operations.</li> <li>Learned operation of various equipment like A-SMGCS, ILS, DVOR, etc., used for navigation and surveillance.</li> <li>Monitored statuses of critical equipment to ensure their uninterrupted availability for safe airport operations.</li> </ul>			
AWARDS AND ACHIEVEMENTS			
<ul style="list-style-type: none"> <li>Published a Python package on forex conversion at the official PyPI repository.</li> </ul>			
POSITIONS OF RESPONSIBILITY			
<ul style="list-style-type: none"> <li><b>Marketing Consultant, DTU Consulting Group, DTU.</b> <span style="float: right;"><i>(January 2021 - Present)</i></span> <ul style="list-style-type: none"> <li>Worked in the corporate team to generate leads and collaborations with other college societies.</li> </ul> </li> <li><b>Coordinator, Alumni Relations Committee, Delhi School of Management, DTU.</b> <span style="float: right;"><i>(October 2020 - Present)</i></span> <ul style="list-style-type: none"> <li><b>Core coordinator</b> for activities of the committee with faculties and other committees.</li> <li>Established the email marketing campaign of the committee on <b>MailChimp</b>.</li> <li>Spearheaded the creation of the maiden edition of the alumni newsletter, <b>Samaveta</b>.</li> <li>Assisted in organizing events and lead generation.</li> </ul> </li> <li><b>Editor, DSM Chronicle, the annual business magazine of Delhi School of Management, DTU.</b> <span style="float: right;"><i>(October 2020 - Present)</i></span> <ul style="list-style-type: none"> <li>Planned the content strategy, headings, structure, and theme of the magazine.</li> <li>Edited and reviewed content for several sections of the magazine.</li> <li>Organized an article writing competition and co-anchored the Chronicle Debate League.</li> <li>Headed 2 social media series and increased engagement by <b>55%</b>.</li> </ul> </li> <li><b>Campus Ambassador, International MUN.</b> <span style="float: right;"><i>(September 2020 - October 2020)</i></span> <ul style="list-style-type: none"> <li>Promoted IMUN conferences in various schools/universities and on social media.</li> <li>Drove registrations for IMUN conferences.</li> </ul> </li> </ul>			
EXTRA-CURRICULAR ACTIVITIES			
<ul style="list-style-type: none"> <li>Running a personal website at <b>siddharthsaxena.weebly.com</b></li> <li>Participated in various business quizzes and competitions.</li> <li>Volunteered with iVolunteer and prepared worksheets for students studying with educational NGOs.</li> </ul>			
CERTIFICATIONS			
<ul style="list-style-type: none"> <li>Google Ads Search and Display Certification, Google.</li> <li>Google Analytics Individual Qualification (GAIQ), Google.</li> <li>The Fundamentals of Digital Marketing, Google Digital Unlocked.</li> <li>COVID 19 Data Analysis Using Python, Coursera Project Network.</li> </ul>			
HOBBIES			
Reading books, newspapers; watching English movies and TV series; avid geo-politics enthusiast.			