

# Utkarsh Chaudhary

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## EDUCATION

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### BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE (BITS), PILANI

MSc. Physics + B.Tech

Pilani, India

Aug 2019 – May 2024(Exp)

## EXPERIENCE

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### UNACADEMY

Visual Design Intern – Content Operations Dept.

WFH

July 2020 - Present

- Worked in NEET PG Vertical and designed various social media graphics.
- The department was facing issue that Educators were not sharing posts within their network and the current team was using template-based design platforms. Major efforts of mine contributed in increased sharing of social media posts

### BUILDING PRODUCT GROWTH

Operations

WFH

Aug 2020 - Present

- Working with Akhilesh Ravishankar, Product Analyst @Accel to devise a Product Case study on an Ed-tech Product.

### PEPPER CONTENT

Business Development Associate

Pilani

Oct 2019 – Jan 2020

- I've worked at Pepper Content as a Business developer. Pepper is a content marketplace for businesses and is a BITSian startup. Some of the things I was responsible for~
  - 1.Client calls and Sales
  - 2.Managing Projects
  - 3.E-mail, Quora, LinkedIn Marketing

### E-WEEK 2020

Core Member

Pilani, India

Nov 2019 - Feb 2020

- Planned and organized a week-long extravaganza called E-Week 2020 to promote entrepreneurial spirit on campus.
- Sponsorship of over Rs.50,000 was raised from companies like One Plus, Geeksforgeeks, Wellness Forever, and other local sponsors.
- Major efforts of mine were towards Design, Publicity and reaching to local Pilani Sponsors. We raised 27,000 cash sponsorship from a total of 3 local sponsors

### CONQUEST

Finance & Design Associate

Pilani, India

Nov 2019 – Present

- Targeting potential Sponsors & Resource partners. Working out the specifications of various deals, working with the Finance team.
- Designing the Brand identity of Conquest in collaboration with the design team. Designing posts for maximum Social Media traffic.

### RURAL ENTREPRENEURIAL DEVELOPMENT (RED)

Associate

Pilani, India

Aug 2019 - Jan 2020

- A social project of CEL idea of using entrepreneurship as an effective tool to empower the village folk. The essence of RED has always been to ideate on self-sustaining ventures which when implemented in adjoining villages will potentially generate both income and employment.

## SKILLS

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- Product & UX Case Writer ([Case Study](#))
- Managing this [VC Repository](#)
- Advanced skills in Adobe Suit for static graphics
- Web Scrapping & Automation ~ Lead generation

## AWARDS AND HONORS

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- 180DC BITS Goa Consultathon – 1<sup>st</sup> Runner-Up

July 2020

Solved 3 business cases across various situations such as Market Entry, Merger and Acquisition and Business Strategy. Presented the final case in front of a judge along with Top 5 teams. Stood 2<sup>nd</sup> among 100+ teams who participated.