

Sachin Rai
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Work Experience: 3 years 10 months

Senior Software Engineer

Company #1

- Mindtree

Oct'18 – April'21

Associate Consultant

Company #2

- KPMG

May'21 – July'22

Education

Starting with the latest qualification.

Qualification	Year	Percentage
BE in IT	2018	70
12th	2013	74
10th	2011	87

Projects

- **Godrej**

Curated a Digital and Social Media Marketing Campaign to raise awareness and engagement of the Godrej Expert Easy Shampoo hair color. Conducted Primary and Secondary Research and based on that explored various approaches for both short-form and long-form content, using cross-platforms tactics such as Influencer Marketing, Social Media Filter Marketing, and Moment Marketing.

- **X-Culture**

Curated a Marketing Strategy for launch of Truffle Hills (Australia) Value Based Products into a new Asian Market (China) by doing PEST analysis and analyzing consumer preferences and devising a flexible cost-plus pricing strategy.

- **Design Thinking Project**

Worked on a project following the Design Thinking Process involving brainstorming, Prototype Design, Prototype testing, Business and Revenue Model Creation.

- **Consumer Insights Project**

Worked on a Project on gathering Consumer Insights for a e-commerce platform, creating Consumer Journey Maps, conducting Focus Group Interviews, In-depth Interviews and curating strategic key takeaways.

- **Strategic Brand Management Project**

Project focused on conducting Brand Inventory Analysis, Reverse Engineering and Creating a Brand Positioning statement, conducting Brand Exploratory analysis, Brand Gap Analysis and finally providing concrete recommendations for the Brand.

Extra-Curriculars

- Executive Member of the Marketing Club of Jio Institute
- Campus Finalist at B-School Competition Reliance TUP 8.0
- Campus Finalist at B-School Competition Hero Campus Challenge Season 8
- Campus Finalist at B-School Competition Zee5 Business Case Competition

Research/ Certification

- Introduction to Data Analysis using Excel
- Statistics for Marketing
- Product Management - Udemy
- Digital Product Management
- Hootsuite Platform Certification
- Google Analytics (GA4)
- Google Digital Marketing & Ecommerce
- Google Project Management
- ServiceNow Certified System Administrator and Implementation Specialist
- Published a paper titled “A Review on Use of Machine Learning Techniques in Diagnostic Health-Care” in CIIT International Journal of Artificial Intelligent Systems and Machine Learning, Vol 10, No 4, April 2018 –
https://www.researchgate.net/profile/Sowmya-Kn/publication/325405219_A_Review_on_Use_of_Machine_Learning_Techniques_in_Diagnostic_Health-Care/links/61837d680be8ec17a96a352f/A-Review-on-Use-of-Machine-Learning-Techniques-in-Diagnostic-Health-Care.pdf

Skills

- Consumer Research
- Financial Accounting
- Design Thinking
- Data Analysis
- Digital and Social Media Marketing
- Analytical and Critical Thinking
- Google Analytics
- Market Research Analysis
- Marketing Strategy Design
- Brand Management
- Tableau, Power Bi
- Hootsuite
- Knime

Hobbies

- Travelling, Flute, Reading