

Bhanu Pratap Shandilya

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ACADEMIC RECORD			
2024	MBA (IB)	University Business School, Panjab University, Chandigarh	65.42%
2021	B.A.LLB	Guru Gobind Singh Indraprastha University, Delhi	75.30%
2016	12 th (CBSE)	Delhi Public School, Bahadurgarh	80.33%
2014	10 th (CBSE)	Delhi Public School, Bahadurgarh	83.60%
INTERNSHIPS			2 Months
Digital Marvelled		Sales and Marketing Intern	May'23- Jul'23
Roles & Responsibilities	<ul style="list-style-type: none">Conducted primary market research survey to gather insights on concepts of segmentation, targeting and positioning to Improve customer acquisition and retention rateConducted a comparative analysis to study internal competition in industry and tried to understand the consumer behavior towards key players in the industryStudied various marketing campaigns and its impact on sales in IndiaClosed deals totaling Rs. 10,000, exceeding expectations by 20%		
WORK EXPERIENCE			August 2024
Manav Rachna Innovation & Incubation Foundation		Incubation Manager	Aug' 2024
Roles & Responsibilities	<ul style="list-style-type: none">Instructor, Engineering Exploration Program: Deliver hands-on engineering education, fostering innovation and problem-solving among students.Startup & IPR Liaison, University Central Desk: Facilitate collaboration and manage intellectual property for university-affiliated startups.Startup Portfolio Manager: Oversee and guide the growth and success of a diverse startup portfolio.Business Plan Specialist: Develop strategic business plans to ensure startup scalability and market success.		
PROJECTS & CERTIFICATIONS			
Projects	Research project on the topic " Animosity of India with its trading partner : an empirical study with data analysis		2024
	Benchmarking project on performance of key players in the Textile Industry		2023
Certifications	Product Management: Customer Development LinkedIn learning		2024
	The Complete Digital Marketing Course offered by UdeMy		2024
	Understanding Economic Environment of Business using Data by Dr. Tejinder Pal Singh (UBS)		2022
	Intellectual property Rights and its Importance course offered by Indian Law Institute		2018
POSITION OF RESPONSIBILITY			
University Business School, (2022-24)	<ul style="list-style-type: none">Member, Health and Wellness clubOrganized various sports and Fun activities		
Vivekananda Institute of Professional Studies (2016-2021)	<ul style="list-style-type: none">Organizer, Moot court Competition (2016 – 17), (2017-18)Organizer, Blood Donation CampsOrganizer, Free Legal Aid ServicesOrganizer, Various recreational events		
EXTRA- CURRICULARS			
Showcased leadership and communication skills through involvement in the 'Akhada' football competition			2023
Organized Blood Donation Camp			2022
Achieved 2nd place in the Biz Quiz organized by the Business Cell, demonstrating strong business knowledge and analytical skills.			2022
Honed effective communication, problem-solving, and client interaction skills through participation in a legal client counseling competition			2019
OTHER INTERESTS			
Reading	Travelling	Sports (Basketball & Football)	