

AMAN AASHISH BHANSALI

MBA

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SCHOOL OF
BUSINESS MANAGEMENT
MUMBAI

SUMMER INTERNSHIP	NINJACART
- Conceptualised and executed 4 on-field projects during lockdown in Bengaluru, leading to improved order fulfilment by 16% - Spearheaded a Feedback program involving 400+ Clients located in Tier-1 cities to enhance the Customer Experience by 7% - Identified operational & logistical gaps and designed a cash reward system leading to significant reduction in the delivery time - Supervised daily operations of 3 Micro-Distribution Centres during the second wave of COVID-19 under the aegis of Director	

WORK EXPERIENCE	32 MONTHS
Bombay Feeding Project	Founder
Roles and Responsibilities	- Established a trust and partnered with Paykun, raising ₹8 Lacs within 3 months of daily operations Led a team of 22 volunteers and organised 150+ drives to distribute 20000+ meals in the lockdown - Designed the brand elements & formulated an end-to-end brand strategy leading to 7 lacs + views on social media platforms which was recognised by Jacqueline Fernandes, Pinkvilla & Salim-Sulaiman - Launched the campaigns '1000 smiles' and 'Melon Drive' across 14 sub-urban areas of Mumbai - Negotiated 6 contracts with Independent Music bands with zero budget, estimated to raise ₹1 Lac
International Instruments Ind	Marketing and Sales Associate
Roles and Responsibilities	Dec '16 – Jul'19 (32 Months) - Responsible for increasing area level B2C retail penetration from 12% to 56% of the total retail stores - Established the e-commerce sales channel using affiliate marketing to create a 41-lac revenue stream - Launched private label-Seltech driving 25% gross margin & developed 3 new distributor collaborations Spearheaded a customer redressal team to improve after-sales service TAT from 50 Hrs to 24 Hrs

WE CARE: CIVIC ENGAGEMENT	KOTAK EDUCATION FOUNDATION
- Aided in designing the learning management system for vocational education & occupational training of formal school dropouts - Recommended solutions to enhance the virtual teaching and learning experience through Google Workspace for Education - Identified local & international partners that provide content digitisation services to improve management and cost efficiency	

ACADEMICS				
Qualification	Institute	Board / University	% / CGPA	Year
MBA	SBM, NMIMS Mumbai	NMIMS	3.19/4	2022
BCom	H.L. Institute of Commerce, Ahmedabad	Ahmedabad University	55.00%	2016
XII	Ryan International School, Mumbai	CBSE	76.00%	2013
X	Delhi Public School, Ahmedabad	CBSE	6.40/10	2010

PROJECTS	
Corporate	• Jio Creative Labs: Developed social media marketing strategies & handled content curation for Jacqueline Fernandez’s Yolo foundation & Shankar Mahadevan,increasing impression rate by 18% • Reliance Infrastructure: Conducted market research through competitive benchmarking to analyse the scope of the co-working spaces in Mumbai and curated a sales pitch for Reliance Centre
Academic	• Consumer Behaviour: Studied the application of the reciprocity principle in customer service chatbots of NGOs by comparing the conversations of respondents with 3 chatbots exhibiting varying behaviour • Distribution: Analysed the post Covid strategies adopted by TCPL for their D2C portfolio consisting of 1868 and Sonnets by identifying multiple KPIs like ROAS & CTR to measure success of these brands • Marketing Management: Studied the competitive and marketing strategies adopted by Diageo for its portfolio across Europe, Asia and America as a market leader, challenger and a new entrant

POSITIONS OF RESPONSIBILITY		
Deputy Discipline Incharge, RRVM	- Regulated discipline amongst 1200+ students and administered routine activities, RRVM - Worked in collaboration with other functional teams to enforce the school discipline policy	2011-12

CO-CURRICULAR & EXTRACURRICULAR ACTIVITIES		
Achievements	Invited as guest speaker and performer for ‘Chai pe Charcha’ event at Microsoft India	2021
	Winner, Symphony, Solo Instrumentalist Competition organised by SIBM Hyderabad	2021
	Organised an 8-episode series of Instagram live talk show, “Unsung Tunes with Aman”	2020
	First Runners-Up, Chanakya Yukti, a strategy case competition by IMT Ghaziabad	2020
	Shortlisted for Foundation course at K.M. Music Conservatory by AR Rahman	2016
	Winners in duet singing in cultural festival of H.L. Institute of Commerce	2014
	Winners in Indian Group Singing competition at Ahmedabad University Youth Fest	2013
	Second Runners-Up in essay writing competition amongst 360+ students, RRVM	2011
Technical	Completed the Google Analytics Individual Qualification	2020
	Successfully completed Google Ads Display Certification	2020
Social	Artists for Artists: Delivered 800+ grocery kits to artists BPL during lockdown	2021
Interests / Hobbies	Spreading Kindness. Pianist. Singer-Songwriter	