ADIT KOUL

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WORK EXPERIENCE

Product Management Fellow (Learning Bootcamp) **Nov '22 - Present**

Upraised

- **Developed industry-grade PRDs** (Upstox & UBER) that were approved by a Senior Project Manager from Microsoft
- Conducted a Product Teardown of Booking.com, ranking among **the top 3 in the cohort**
- Conducted multiple **product observations** to gain in-depth understanding of product features and functionalities.

Political Consultant **Jun '22 - Present**

I-PAC (Indian Political Action Committee)

- **Conducted thorough research** to gain a comprehensive understanding of the political landscape
- Formed and executed targeted campaigns at the unit and state level, resulting in a significant **increase in outreach and engagement**
- **Managed leaders and cadres** in Meghalaya and West Bengal, providing guidance and support to ensure successful implementation of organizational goals

Intern Founder's Office **Dec '21 - Feb '22**

STAGE-OTT

- Implemented successful **employee referral and Internal appreciation programs** as part of people operations team
- Ensured successful implementation of formal **OKRs processes throughout the organization**
- Developed and implemented a **comprehensive recruitment and on-boarding** Standard Operating Procedure (SOP)

Consultant **Apr '21 - Jul '21**

Impact Consulting

- Executed **SWOT** Analysis, **Customer Segregation and Marketing Mix Analysis** and assisted in identification and evaluation of various **Marketing tools** (Offline and Online) and **KPIs** which led to increase in retention and acquisition of customers
- Recognized in the **Top 5% of outstanding talent** at Impact Consulting

Intern Business Development **Apr '21 - Jul '21**

ONI Cares

- **Supported the management** in devising the ONI App while contributing in content and constructing viewpoints along with comprehensive conjoint analysis of the data
- Executed a variety of tasks assigned to me on a day-to-day basis, which involved assisting with **research work**, **drafting content** for marketing and sales and **on-boarding of professionals** on the platform

KEY SKILLS

Technical Skills : Figma, Microsoft Excel, Whimsical, Google analytics, Mixpanel, Retool, Notion

Core Competencies: Wireframing, Structured Problem solving, Root Cause Analysis, Roadmap Planning, Research

Education

B.Com (Hons.) **Jun '19 - Jun '22**

Shri Ram College of Commerce | Delhi University

Secured **8.919/10** in my Undergraduation

Leadership & Achievements

- **EMBARK Achiever 2021-22: Awarded to Top 300 Talents among 4,50,000+ students from 20,000+ colleges**
- Received **Certificate of Achievement** for completing the necessary criteria for **Global Online Trading Certification**
- Earned **Letter of Appreciation** for Outstanding performance during my tenure at Vittshala SRCC
- Developed comprehensive sponsorship strategy and identified potential sponsors to **successfully secure sponsorship from multiple companies** for FOYS'20, the biggest sporting event of DU with a **footfall of 3500+**