Goraj Joshi (30/11/1996 – 24 Years)

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WORK EXPERIENCE

Sify Technologies (ICT Converged Enterprise)	Management Trainee	Oct 2020 - Present
Designation	Digital Sales Account Manager	
Description	Handling 650+ existing clients and developing a digital sales funnel	

Roles and Responsibilities	▪ Responsible for cross selling a variety of products to existing accounts.
	▪ **Digital Marketing** through emails, blog, and articles.
	▪ Training account managers, creating procedures, running email and call-based campaigns with them.
	▪ Leveraging various digital tools for **Account Based Marketing.**
	▪ Client presentations and requirement gathering at **CXO-Managerial level** for:
	   o Cloud Products
	   o SDWAN
	   o MPLA/ILL
	   o Data Center services	

INTERNSHIPS

361 Degree Minds (Enterprise E-learning product)	Marketing Intern	June 2020 - August 2020
Project Title	Live Project in Marketing	
Description	Working on a product launch strategy for a 3-week AI workshop.	

Roles and Responsibilities	▪ Responsible for Segmentation, targeting and positioning for the workshop.
	▪ Designed and implemented a **product launch strategy** consisting of:
	   o LinkedIn Campaign
	   o Webinar
	   o Marketing Collateral like articles, ad videos and blogs
	   o Landing page designing
	   o Brochure	

Mobcast Innovations Pvt. Ltd. (Enterprise Communication and Learning product)	Business Consultant	Apr 2019 - June 2019
Project Title	Creation and Implementation of Business Development Strategy for MobCast	
Description	B2B Sales at Senior Levels. Also, undertook a project regarding intern onboarding	
Roles and Responsibilities	▪ Responsible for co-designing and implementation of **Market Strategy for achieving product demonstration targets.** ▪ **Researched and analysed** business of firms to generate list of prospective clients in industry verticals like BFSI, NBFC, Retails, Automotive and Logistics. ▪ **Conducted live product demonstrations with CXOs** and helped customize software according to business requirement. ▪ Gave consult on app-based **gamification** on employee engagement. ▪ **Created content** for the **on-boarding process** for interns and enabled **50% reduction** in on-boarding time.	

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TRAININGS & CERTIFICATIONS

AWS Certified Cloud Practitioner	Amazon Web Services, May 2020	Understood about the AWS Core and Integrated services, it's global infrastructure, cloud architect and cloud security
Marketing in a Digital World	Coursera, University of Illinois, July 2019	Changes in Marketing along the 4 P's in the digital age
Data-driven Decision Making	Coursera, PwC, March 2019	Answers how organizations can leverage Big-data, AI and analytical tools to make informed decisions
Gamification	Coursera, University of Pennsylvania, January 2019	Implementation of Game Elements in work and gamifying the system for better engagement

PROJECTS UNDERTAKEN

SEVA - Bringing Gig Economy to Rural Manipal	DXC Technology, Bengaluru	Bringing 'Gig Economy' to promising candidates from economically challenged backgrounds in and around Manipal/Udupi and marketing its benefits.
LADC – Team Lead	TAPMI, January 2019 – March 2020	Constructing and writing proficient integrated psychometric reports based out of 13 tests for Transformational Leadership after analysis of tests for 2019-20 batch.
BrandScan – Project Lead	TAPMI, October 2019 – February 2020	Conducted market research for Syndicate Bank. Led a team of 15 members to successfully gather, analyse, report, and provide recommendation for their Syndicate Bank application and digital banking processes.

ACHIEVEMENTS

TAPMI Achiever's Club, TAPMI, March 2020	Special recognition to selected students for multiple competition wins, committee work and outbound activities.
Green Trade 2020, KJSIMSR, Feb 2020	National Winner in a simulation bought by Mahindra about running a profitable business while reducing carbon footprint.
Variegating Brands, KJSIMSR, Feb 2020	National Winner in a case-based competition for a real start up. Created a go-to market strategy for market expansion.
Best Manager, IMI New Delhi, Feb 2020	National Winner in a 60-hour simulation about running an automotive company.
Reliance Quiz-a-thon 4.0, Reliance Industries Limited, Feb 2019	National Winners in the General Quiz category
Brand Metric (Vista 2019), IIM Bangalore, July 2019	National Finalist among 1,251 participants. Designed a marketing strategy to attack competitors across 4P's.

ACADEMICS

Degree	Specialization	Institute	University	Year	Percent/CGPA
PGDM	Marketing	T A Pai Management Institute, Manipal, India	Autonomous (Under AICTE)	2020	5.9 out of 10
B. B. A.	Marketing	Shri Vaishnav Institute of Management, Indore, India	Devi Ahilya Vishwavidyalaya	2018	68
Class XII	Science	New Digamber Public School, Indore, India	CBSE	2015	64
Class X		New Digamber Public School, Indore, India	CBSE	2013	8.0 out of 10