

## VARUN BAGRODIA

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### WORK EXPERIENCE

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#### Product Marketing Intern, Trihelix Investments LLC

Jun 2024 – Aug 2024

- Boosted organic search traffic by 30% and user retention by 25% through **advanced data analytics and SEO**.
- Enhanced brand positioning and customer experience by deploying **strategic marketing materials, integrating contact forms, an AI chatbot** etc., resulting in a 25% increase in monthly leads on the website.
- Streamlined project management by developing and implementing a simple task management tool. This **automated task assignments and simplified task tracking**, overall speeding up website updates by 35%.

**Skills:** SEO, PHP, Project Management, Key Performance Indicators, Web Development, Marketing Strategies, CRM, Business Analysis

#### Product Consultant, SpiderBond Adhesives

Aug 2023 – Dec 2023

- Conducted a detailed **LCA sustainability analysis**, breaking down every part of the supply chain-materials, processes etc. Delivered a report showing 66% better eco-performance than competitors and pinpointed areas to improve.
- Performed a detailed **cost analysis** for the adhesive, proving a 24% gross margin for customers over cheaper competing products, accounting for optimized material usage and transportation efficiency by analysing the entire supply chain.
- Enhanced the **GTM strategy** for the \$1.98 billion market, with added sustainability, cost benefits and reduced wastage.

**Skills:** Sustainable Minds, Excel, Product Strategy, Sustainability Report, Pricing Strategies, Product Development, ESG, GTM Strategy

#### Risk Management Intern, Credit Suisse, Mumbai

Jul 2022 – Dec 2022

- Led the unification of five disparate **control management** tools with ~11000 risk controls, using **Agile development**. Developed **product requirements, user stories and feature goals** and designed the **product roll-out plans**.
- Ensured effective collaboration using a mix of comprehensive documentation, 25+ **JIRA EPICS** to bridge the gap between business and technical teams through regular and consistent **stakeholder communication**.
- Analysed risk control data **to automate change approval workflows**, saving 10 hours per month for control owners.

**Skills:** SQL, JIRA, Confluence, Risk Assessment, Software Development, Stakeholder Communication, UAT, Product Documentation

#### Business Development Intern, The Diamond Factory, Mumbai

Jun 2021 – Aug 2021

- Engineered the 'Shop In Shop' model through **market analysis**, aiming for a 25% revenue increase, and presented a detailed pitch to the C-suite, outlining **return on investment analysis**, eventually approved by executives.
- Identified 5 locations for the 'Shop In Shop' model by analyzing jewelry market and buying behavior of India.

**Skills:** Excel, Business Models, PowerPoint, Financial Performance, Competitive Analysis, Financial Modelling, Financial Statements

### LEADERSHIP EXPERIENCE

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#### Co-President, Duke University Idea Club

Feb 2024 – Dec 2024

- Led a team of 10 students to effectively utilize a substantial budget, organizing several networking events for hundreds of student entrepreneurs, increasing engagement by 75%
- Enhanced operational efficiency by 2x through a technology-driven approach, optimizing club management processes.

#### Project Leader, Eluminate Studios

Aug 2023 – Dec 2023

- Led a team of 5 student researchers to interview 10 athletes, for a concussion prevention device, validating the need of customers with high-fidelity data.
- Built a GTM strategy and investor pitch for a \$228M market. Outlined pricing, profit margins, and product tweaks to bypass FDA approval. Mapped key market segments, refined user experience, and real-time tracking features for future.

### SKILLS AND CERTIFICATIONS

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**Hard Skills:** Python | SQL | MS Office | Tableau | Power BI | Financial Analysis | Gen AI | AWS | Database Management

**Soft Skills:** Detail-oriented | Teamwork | Problem Solving | Self-motivation | Time Management | Communication

**Certifications:** Introduction to Generative AI, Coursera | Advanced Query Techniques SQL, CodeSignal | Data Visualization using NumPy and Pandas, CodeSignal | Intro to Data Cleaning and Preprocessing, CodeSignal

### EDUCATION

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#### Master of Engineering Management (GPA: 3.82), Duke University

Aug 2023 – Dec 2024

- Skills: Finance in High Tech Industry, Competitive Strategies, Quantitative Finance, IP Law, Digital Transformation

#### B.E. in Mechanical Engineering, Birla Institute of Technology & Science

Aug 2019 – Jul 2023