



SAUMYA CHAUDHARY

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Skills - Marketing and Advertising | Digital Marketing | Product Knowledge | Product Promotion, Market Research | Product Marketing | Brand Building | Product Training | Business Analysis | Research & Trend Analysis | Project Budgeting

ACADEMIC QUALIFICATIONS

Year	Qualification	Institute	%/CGPA
2021-23	MBA	Indian Institute of Management Rohtak	5.13/10
2015-19	B. Tech (CSE)	Jaypee Institute of Information Technology, Noida	63.00 %
2014-15	Class XII (CBSE)	Khaitan Public School, Ghaziabad	73.80 %
2012-13	Class X (CBSE)	Delhi Public School, Bulandshahr	81.70 %

PROFESSIONAL EXPERIENCE

YES Bank **Product Manager** **May 23 – Present**

- Surpassed **INR 2 Cr revenue** goal via strategic sourcing and distribution under the PIDF scheme by RBI (Tier 3, 4, 5, 6, J&K & NE)
- Developed P&L projections and strategy for reducing costs by **INR 5 Cr in FY'24** (re-negotiated & aligned with stakeholders)
- Led Digital Onboarding launch, achieving **95% efficiency** through training, query resolution, & crafting product roadmaps/personas
- Consolidated **UX feedback** from users(sales team), worked with the design team & coordinated the launch with the marketing team
- Awarded **1st position** as a team for presenting ideas on **“Digitalization of Banking industry”** in a **YES Bank** leadership event
- Leading automation of **200+ reports**, established a central data repository with Hadoop/Tableau, anticipating a **20% cost reduction**

Backyardblender **Founder, CEO** **Aug 19 – Jul 21**

- Started my own **blogging** website **backyardblender.com** for **2+ Years** about fashion, beauty and lifestyle with peak traffic of **10k+**
- Experienced in **SEO-focused** content writing for **10 Months** and have **2+ Years** of experience as a **Social media influencer**
- Worked with **100+ brands** for **Digital marketing and Consulting** including **ZeeTv, Flipkart, Samsung, Fastrack(Tata), Ponds**
- Evolved from website to **Instagram page** & **grew 100k+ followers** within a year with weekly inc. in **content interaction to 300%**
- Analysed data trends from Google & Instagram Analytics, collaborated with **50+ influencers/bloggers** to deliver engaging content

INTERNSHIP

Project Management Intern, Unacademy	<ul style="list-style-type: none"> • Achieved INR 15 lakhs monthly revenue with 10% average conversion rate (USMLE) • Analyzed TAM, SAM, and SOM to formulate growth strategies for international markets • Collaborated with cross-functional teams for worldwide course launch and hired mentors • Identified 20+ top influencers, leveraged digital marketing, and utilized SEO for growth 	2022
Digital Marketing intern, Mentorr buddy	<ul style="list-style-type: none"> • Analyzed key metrics for digital presence of the organization & inc. impressions by 20% • Designed 20+ social media campaigns/initiatives and utilized key performance metrics 	2021
Social media marketing intern, Right Companion	<ul style="list-style-type: none"> • Developed social media campaigns that helped improve brand visibility & traffic (+5%) • Developed SRS for organization's website and recognized as Intern of the Week (1/10) • Received Letter of Recommendation based on initiative-driven impactful performance 	2021

ACADEMIC PROJECTS

Gamification	<ul style="list-style-type: none"> • Innovatively gamified committee selection platform with leaderboards, reward points, avatars • Applied gamification strategy frameworks for enhanced user experience & effec. prototype 	2023
Data Analytics in CSR	<ul style="list-style-type: none"> • Enhanced blind lives with Object detection using 330,000+ COCO images (Scored A+) • Compared traditional and modern object detection methods (R-CNN, Fast R-CNN, SSD) 	2022
Student app for IIM Rohtak	<ul style="list-style-type: none"> • Built one stop solution for students & faculty in "New Product Design" course (Scored A+) • From Identification of customer need to concept testing using FGD & prototyping • Designed product architecture wireframe, industrial design and outlined future project scope 	2023

POSITIONS OF RESPONSIBILITY

IIM Rohtak, Digital and Media Coordinator	<ul style="list-style-type: none"> • Created highly engaging content for IIM Rohtak social media (60% inc in followers) • Handled network expansion and relationship management with 30+ media houses • Ensured print & electronic media coverage that resulted in visibility to 40L+ viewers 	2021-23
Admissions Coordinator for the MBA students	<ul style="list-style-type: none"> • Managed a pool of 21000+ candidates for the admission process of the 2024 batch • Facilitated communication and acted as a bridge between the admin. and students • Achieved successful conversion of 250 candidates & synchronised their documentation 	2021-23

ACHIEVEMENTS & EXTRA-CURRICULARS

Achievements	<ul style="list-style-type: none"> • IIM Rohtak Cultural Society Senior Team member for music, fashion, and drama societies • Secured 3rd position in the public speaking event by Voice Club, IIM Rohtak • Recognized by Instagram with the Title: Born on Instagram(Meta Inc) for engaging reels • Featured in 10+ online magazines such as Yahoo, Dailyhunt for engaging IG Content 	2022 2021 2021 2020
Certifications	<ul style="list-style-type: none"> • Completed Born on Instagram creator course by Instagram • Graduated in classical vocal from Prayag Sangeet Samiti, Allahabad 	2021 2021