

# SHREEYA MENDIRATTA;

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## EDUCATIONAL QUALIFICATIONS

Course/Examination	Institution/University	Year of Passing	Performance
B.Sc. Economics (Hons.)	Symbiosis School of Economics	2021	7.2 CGPA
Business & Entrepreneurship Program	Enterprise India Fellowship, Pune	2021	-
HSC	Symbiosis College of Arts & Commerce, Pune	2018	89.3% [581/650]
CBSE	D.A.V. Public School (Pune)	2016	10 CGPA

## LIVE PROJECTS & INTERNSHIPS

- **Partner at Enterprise India Fellowship, Pune** [Apr 2020 – Apr 2021]
  - o Committed to participate in an year long program focussed on business skills, personal development and career readiness.
  - o Worked on 8 projects, out of which 1 was a client project – learnt how to use different tools like sales pipeline and business model canvas and built competencies like data management, designing marketing campaigns and managing client expectations.
  - o Participated in 3 hour long weekly masterclasses around the topics – value proposition, user research, sales, sustainability, break-even analysis, service design and agile project management.
- **Gamification Design, Enterprise India Fellowship, Pune** [4 weeks, Feb – Mar 2021]
  - o Strategized the gamification process for the Enterprise merchandise by using Customer Journey Map.
  - o Researched on possible products & materials, contacted vendors, designed the products, managed a budget and pitched to the clients.
- **Eco-Friends Community – Research Assistant** [4 weeks, Feb – Mar 2021]
  - o Conducted a 5 level interview analysis with founders of 6 clean-tech startups and 2 directors of climate incubators of India and Canada.
  - o Co-wrote an article on their needs & challenges to participate in Forum For the Future's exploratory process with other CSO founders.
- **Sunday Game Nights, Enterprise India Fellowship, Pune** [Oct 2020 till present]
  - o Co-hosted with 2 other team members, 9 virtual game nights for families and alumni across the globe out of which 3 were priced at Rs. 1500 each.
  - o Created the business model, a value proposition, 90-minutes game flows, an idea bank through extensive research, sales pipeline & deliverables for marketing campaigns like proposals and graphics.
- **#Karo 3.0, Enterprise India Fellowship, Pune** [12 weeks, Jun – Oct 2020]
  - o Supported 7 nationally acclaimed guest speakers and managed a team of workshop coordinators for a series of paid 'hands-on' workshops aimed at motivating people from all ages to believe in 'doing' vs 'thinking'.
  - o Raised Rs. 70,000 as a gross amount & virtually hosted 300+ participants.
- **iTech Mission – Data Analytics Intern** [4 weeks, Dec – Jan 2020]
  - o Carried out statistical based data analysis on social development data from UNSD, World Bank and WHO sources.
  - o Assisted in drafting **Sustainable Development Goals (SDGs)** based Geographical profiles.

## ACADEMIC & COLLEGE PROJECTS

- **"Revised HDI" - Identified a revised method to calculate HDI (Development Economics)** [Group Project]
  - o Created an index over 5 different metrics like crime rates, financial literacy, pollution etc. as a measure of development across countries.
- **"The footprints of Malhotra Weikfield Foundation." - Research Paper on the impact of the CSR activities conducted by Weikfield Foods Pvt. Ltd. (SY Research Project)** [Group Project]
  - o Collected primary data through phone interviews with the beneficiaries of scholarships given by the CSR division of the company.
  - o Analyzed the overall success of the initiative and provided recommendations for future steps possible.
- **Completed the Value Added Certification Course in 'Applied Behavioral Analysis' under SSE – Researched & created a project around Procrastination and its possible behavioral interventions.**

## RESPONSIBILITIES

- **Researched, designed and co-hosted a detailed activity-based workshop on 'Active Listening' & 'Demystifying Spreadsheets' for under-graduate students.** [2020]
- **Sponsorship Head at Ethnic Day & Equilibria MUN** [2018]
  - o Pitched to a small-scale pizza restaurant for a partnership and raised Rs. 10,000 for the one-day event.
- **Class Representative (FY C)**
- **Core Committee Member at The Happy NGO – executed a cupcake fundraising and an awareness drive for the age group 30-60.** [2018]
- **Deputy Head of Special Events at Eureka Model United Nations, Pune** [2017]
  - o Co-ordinated the management of 500 delegates at the conference across 10 committees.
  - o Designed a social media campaign, organized a marketing drive at an NGO open-mic and closed 10 sales worth Rs. 12,000.
- **Organized, planned and executed a Tedx inspired youth event 'Dream' with over 300 attendees at CRCC, Pune.** [2016]

## SKILLS

- **Breaking down projects into smaller tasks using Work Breakdown Structure and using Mural/Trello to monitor projects.**
- **Using spreadsheets to plan projects and organize information to facilitate team collaboration and efficient working.**
- **Creating a social media calendar & developing creatives for marketing.**
- **Writing copy for whatsapp messages, landing pages, social media captions based on target audience and campaign objectives.**
- **Planning, conducting and analyzing interviews for people from different backgrounds.**
- **Creating a user journey map.**
- **Creating a pitch, managing a sales pipeline and making cold calls for prospecting & closure.**
- **Designing an online gamified experience for a social group.**