ATIN KATOCH

ACADEMIC PROFILE

PGDM – Business Analytics	73.15 %	Jagdish Sheth School of Management, Bengaluru	2025
B.Sc. – Hospitality and Hotel Admin.	71.00 %	Institute of Hotel Management, Bengaluru	2020
Class XII (ISC)	76.00 %	Mount Carmel School, Palampur	2017
Class X (ICSE)	76.50 %	Mount Carmel School, Palampur	2015

AREAS OF STUDY

- Business Requirements Analysis, Data Visualization, Database Management System, Business Forecasting, Big Data & Cloud Computing, Unstructured Data Analytics, Data Pre-processing

WORK EXPERIENCE(S)   19 Months

Eleven Inc., Gurugram   **Social Media Executive**   **July 2021 - July 2022**

- Did online reputation management of various 5-star luxury hotels like (ITC Hotels, JW Marriott Chandigarh, The Lodhi New Delhi, Accor Hotels etc.)
- Played a key role in acquiring clients such as Welcomhotels by ITC Hotels.

The Leela Palace, Bengaluru   **Food & Beverage Service Assistant**   **Dec 2020 - July2021**

- Managed the opening, running and closing operations of 'Zen', the Pan-Asian fine dine restaurant of The Palace.
- Ensured guest delight through high level of service.

INTERNSHIP(S)

Flexi Analyst   **Founder Office Analyst Intern**   **Sept 2024 - Present**

- Conduct research on AI, recruitment, sports, leadership, and renewable energy to build content for engaging startup and unicorn audiences in India.
- Analyze industry reports from firms like Bain, Gartner, McKinsey, and Accenture to provide data-driven insights.
- Curate leadership examples, funding reports, and trending news to support content creation for moment marketing and trending podcast.

Biggies Burger   **Marketing Intern**   **May 2023 - July2023**

- Was responsible to create a marketing plan (both online and offline) for promoting the upcoming new outlets in Ahmedabad and Bengaluru.
- Collaborated with various influencers to promote several outlets in Punjab and Himachal Pradesh.

Internshala   **Internshala Training Captain**   **May 2020 - July 2020**

- Worked to spread awareness both online and offline to generate sales through various paid courses.

ACADEMIC PROJECT(S)

Automated Evaluation Sheets Using MS Excel

- Created an Excel model to create GEPI (Group Exercise and Personal Interview) evaluation sheets of candidates appearing for Admission Selection Process at JAGSoM, Bengaluru.
- The panel members had to just select their respective names from drop down menu and the students allocated in their panel would automatically reflect in the navigation pane. Now the panel members had to just select the name of candidate to be evaluated after which they will be navigated to the evaluation sheet of the selected candidate.
- The model reduced the process time for creating these evaluation sheets from at least 30 min. to 5 min. at max.

Inventory Management Tool Using PostgreSQL

- Created a database management tool using PostgreSQL for managing the inventory of a supermarket.
- Tested the tool using some SQL queries.

Order Fulfillment Tool for Local Kirana/Retail Stores

- Developed the architecture of an Integrated Delivery Planning Tool
- Implemented User Roles and Access Controls
- Enhanced Reporting and Analytics

POSITIONS OF RESPONSIBILITY

JAGSoM, Bengaluru	• **Committee Coordinator – Admissions Committee** - Led a 19-member committee, overseeing operations, member satisfaction, and task execution. - Organized admission processes, coordinating evaluation panels with corporate, alumni, and faculty representatives. - Recognized by the director for exemplary work, appointed to lead a subcommittee for Online Reputation Management. • **Chief Coordinator (Online Reputation Management Team)** - Gained hands-on experience with social media listening tools such as Brand24 and Keyhole. - Monitored and inspected online activity related to JAGSoM. - Planned and executed effective responses to online activities. • **Member of ICC (Internal Complaints Committee)**	**2023-24** **2024** **2024**

ACCOMPLISHMENTS

Competitions and Activities	• 2nd Runner up in Monsieur Manager and overall winning team in Catefete (National Level Hospitality Competition) 2019. • Upselling champion of the month for suggesting the perfect pair for food and wine to the guests at Zen, the Pan-Asian restaurant of the Leela Palace Bengaluru.

SKILLS	• SQL, Python, Excel, Data Visualization (Tableau), Business Analysis Techniques (BABOK)