SWARAJ PRAMOD GAWANDE

JAGSoM — JAGDISH SHETH SCHOOL OF MANAGEMENT — AACSB ACCREDITED

ACADEMIC PROFILE

PGDM – Marketing & Business Analytics	8.20 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B.E – Electrical Engineering	66.40 %	AISSMS Institute Of Information Technology, Pune	2020
Class XII (HSC)	65.23 %	Horizon Junior College, Pune	2015
Class X (CBSE)	84.00 %	School Of Scholars, Amravati	2013

AREAS OF STUDY

- Digital Marketing, Managing Online Stores, UX Management, Business Strategy & Simulations, Digital Strategies & AI in Marketing, Design Thinking, Project Management and Agile methodologies, Data Analytics and User Behaviour Analytics

WORK EXPERIENCE(S)   27 Months

Birlasoft Pvt Ltd., Pune	**Software Developer**	**Dec 2020 - Mar 2023**

- **IoT Integration & Development:** Designed and developed software for integrating IoT and NextGen technologies within the manufacturing environment.
  Impact: Created automated systems that reduced equipment downtime by 15% and improved overall equipment effectiveness (OEE) by 10%.
- **Robotic Systems Programming:** Developed and optimized code for robotic equipment to enhance production line efficiency.
  Outcome: Increased production speed by 18% and improved precision, reducing errors by 20%.
- **Data-Driven Enhancements:** Implemented data analytics tools to monitor and improve PPF coating processes.
  Achievement: Enhanced PPF application accuracy by 12%, minimizing material waste.

INTERNSHIP(S)   10 Months

JAGSoM, Bengaluru	**Digital Intern**	**Jan 2024 - Jul 2024**

- **SEO & SEM Optimization:** Boosted organic traffic by 30% and improved ad conversion rates by 20%, driving more qualified leads to the site.
- **Multi-Platform Ad Campaigns:** Achieved a 25% increase in lead generation through targeted strategies, expanding brand reach across key digital channels.
- **AI and Automation in Marketing:** Enhanced campaign performance by 35% and reduced manual tasks, streamlining operations and improving overall marketing ROI.

UTSAV, Bengaluru	**Product Marketing Intern**	**Jul 2024 - Sept 2024**

- **Conduct Market Research:** Identify opportunities and improve positioning, driving a 15% increase in target market segments.
- **Support Campaigns & Launches:** Optimize campaigns for a 20% boost in engagement and a 12% rise in conversions.
- **Create Content & Manage Interactions:** Increase content engagement by 25% and enhance customer satisfaction by 30%.
- **Analyze Performance Metrics:** Track and report on key performance indicators, using data to refine strategies and improve overall marketing effectiveness by 18%.

ACADEMIC PROJECT(S)

Managing Online Stores: floofyfit.co.in

- **E-commerce Platform Launch:** Developed and launched the platform, driving a 30% increase in online sales in three months. Expanded customer reach and streamlined the purchase process.
- **User Experience Optimization:** Enhanced design, reducing bounce rate by 20% and increasing session duration by 15%. Improved mobile responsiveness and overall site usability.
- **SEO and Traffic Growth:** Applied SEO strategies, boosting organic traffic by 25% within two months. Enhanced search engine rankings and brand visibility online.

Optimizing Customer Experience in the Product Conversion Funnel for Enhanced Efficiency

- **Optimized Product Listings**: Enhanced product descriptions, images, and metadata, leading to a 15% increase in click-through rates (CTR) and a 10% boost in conversion rates.
- **Sales Data Analysis**: Conducted in-depth analysis of sales patterns and customer behavior, which resulted in a 12% reduction in cart abandonment rates by implementing targeted promotions and abandoned cart recovery emails.
- **SEO and Marketing Initiatives**: Implemented SEO strategies and digital marketing campaigns, increasing organic traffic by 20% and contributing to a 25% rise in monthly sales over three months.

CERTIFICATIONS

Foundations of Business Strategy	Darden School of Business (Coursera)	2024
Introduction to Strategic Consulting (BCG)	Boston Consulting Group (Forage)	2024
Microsoft Azure Fundamentals	Microsoft	2022
German Language Proficiency (A1)	Symbiosis Institute of Foreign Languages	2019
Industrial Automation & Cloud Automation	SOFCON, Pune	2018

POSITIONS OF RESPONSIBILITY

JAGSoM, Bengaluru	**Committee Coordinator – Alumni Committee**	**2023 - 2025**

- Alumni Engagement: Organized and executed 5 major alumni events annually, resulting in a 30% increase in attendance and a 25% improvement in participant satisfaction based on feedback.
- Head of the Data team, Consolidated a whole new Database for Alumni from 1995 Onwards.

ACCOMPLISHMENTS

Competitions and Activities	

- Second round qualifier for **Accenture Strategy** – Case Study Competition, Quarter finalist in **TATA Elixir** – Business Plan and Case Study Competition.
- Attended **Google Developers** Convention as a volunteer in Bengaluru.
- Second round qualifier for **Flipkart Wired 8.0** (Ongoing) , Case study round Qualifier for **Saregama Talentwood Season 3** (Ongoing).
- Second runner-up in Inter – College Volleyball Tournament ate IIIT , Bangalore.

SKILLS

- Excel, SQL, Frontend Technologies, Google (Analytics, Search Console, Tag) Python, PowerBI, Tableau, Figma