

ADITYA KUMAR YADAV

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ACADEMIC PROFILE			
PhD (OB HRM)	2021-25	Indian Institute of Management, Indore (Pursuing)	
MBA	2015-17	Indian Institute of Management, Amritsar	
B.Tech. (IT)	2011-15	Bundelkhand Institute of Engineering and Technology, Jhansi	71.98%
Class XII	2009-10	Karam Devi Memorial Academy, Kanpur (CBSE)	73.6%
Class X	2007-08	Karam Devi Memorial Academy, Kanpur (CBSE)	90.4%

PROFESSIONAL EXPERIENCE	Months
Testbook.com – Marketing Lead (Youtube)	Oct'20 - Jan'21
<ul style="list-style-type: none">Leading and managing the content, growth and promotion of three channels of Testbook.com	
Josh Talks – Marketing Advisor -Brand & Content	Jan'20- Oct'20
<ul style="list-style-type: none">Managed and led the content operations for launching Josh Skills appCreated a learner's content execution engine by identifying and developing the needed content for learners/ readersResponsible for course design, timeliness, quality of content and team managementPlanning, creating, optimizing, driving and executing the content strategy aligning with short- term and long- term marketing targets and the rest of the organizationEnsuring consistent internal and external communication of the brand, messaging and tone across the buyer's journeyConducting rigorous quality checks on every piece of content present on the app and resources available to learnersDefining and measuring content KPIs that drive continuous optimization and improvementBuilding a clear process for managing and executing the content strategy, including developing a pipeline of prioritized contentCollecting feedback from customers, sales, account management, and to guide meaningful content creation that constantly improves our storytelling capabilitiesEffectively operating at both a strategic and tactical level, as a leader and an individual contributor	
IMS Learning Resources Pvt. Ltd.- Marketing Strategist (Driving Mentorship)	July'18- Aug' 19
<ul style="list-style-type: none">Developed and managed digital platform for MentorshipLiaising with B-schools for engagement Tie-upsDrove thought leadership through content creation via blogs, YouTube videos and other social media platformsStudent Mentorship: Mentoring students across various cities through various interventionsIdeation of mentorship interventions and driving monetization initiatives (Pan India)Co-ordinating with internal teams to develop various counselling and mentorship tools like B-school predictor	
Ernst & Young –Senior Project Consultant, Government Advisory	April'18- July'18
<ul style="list-style-type: none">Worked on Global Skill Gap Study (Driving the complete project from identification of skill gaps in selected Countries to the preparation of complete report writing) for Ministry Of Skill development and Entrepreneurship.	
Mindshare (GroupM) – Branded Content and Strategy	June'17- March'18
<ul style="list-style-type: none">Worked on Cipla Nicotex, #ICanYouCan campaign from ideation to execution with BBC production and NGC as a channel partner. Campaign got huge response from the TG with 7 million views on digital platform and 1.2 million conversations. Generated revenue of INR 70 Lacs+ for the campaign.Written award entries for Festival of Media awards, Cannes Lions awards, Goa fest, Mindshare Huddle awards.Handled Ultratech cement, Linen Club and Liva Crème brands of ABG, Burger King, ICICI Lombard and Castrol campaigns. Successfully pitched content properties from Star, Viacom18, TVF, UTV, Viu etc. to clients.	
GroupM (Leadership Trainee)	June'17 – Nov'17
<ul style="list-style-type: none">Trained on media basics in planning, buying, strategy, digital, programmatic, data and content.	
The Akshaya Patra Foundation (Consultant on contract for World Hunger Day'17 Campaign)	Apr'17 – May'17
<ul style="list-style-type: none">Worked on the feasibility of the crowd funding campaign and collaborated with organizations like Facebook, GSK, Nestle, Viacom18, PVR etc. to achieve 5 billion meals by 2020 for school going children	
Ogilvy & Mather (Summer Intern from IIM Amritsar)	Apr'16 – Jun'16
<ul style="list-style-type: none">Worked for comprehensive marketing strategy and community campaigning of upcoming IBM Cloud;Data Analysis from twitter analytics for IBM and worked on finding the influencers for the upcoming IBM product;Research work on the emerging content marketing trends	

AWARDS & ACHIEVEMENTS	
Academic	<ul style="list-style-type: none"> ▪ Recognized with Student of the Year award by the Times Of India, 2008 ▪ Won the Science modeling contest organized by Rotary Club Kanpur, 2008 ▪ Won scholarship worth Rs. 5000 by Rotary Club Kanpur and Expert Faculties' Academy, Kota, 2008 ▪ Secured First position in Academics in class IX while at KDMA Kanpur, 2007
Extra Curricular	<ul style="list-style-type: none"> ▪ Secured First position in Hindi essay writing competition in class IX while at KDMA Kanpur, 2007 ▪ Won Third prize in Hindi debate competition in class IX while at KDMA Kanpur, 2007 ▪ Won the national level essay competition organized by Today's group ▪ Written articles for publications like Live City Kanpur, a local daily newspaper ▪ Featured in all the major national dailies on topping the school in A.I.S.S.E. ▪ Winner of Symposium and Cognizance events organized by Literary Sub Council, B.I.E.T. Jhansi ▪ Runners-up of Senate and Cliffhanger events organized by Literary Sub Council, B.I.E.T. Jhansi ▪ Winner of the events Endeavour and Persona de facto in SCOIT at B.I.E.T. Jhansi ▪ Won the Certificate of Appreciation in TECHNOSPEAK '12 by an NGO, Youth for Nation ▪ Featured in Careers360, a national monthly magazine for college review of B.I.E.T. Jhansi ▪ Attended the Philately workshop and quizzical conducted by IT Ministry, Govt. of India at HPO, Kanpur ▪ Anchored the Annual Cultural Festival of B.I.E.T. Jhansi, Utsav'14 ▪ Won the national level debate competition organized by IIM Sambalpur ▪ Won the article writing competition organized by IIM Udaipur and got featured in their monthly magazine ▪ Won the article writing competition organized by Internshala and got featured on their blog ▪ Won the essay writing competition organized by Z-Square Mall Kanpur and got cash prize of INR 40,000 ▪ Won the consolation prize in B-Plan Competition at IIFM, Bhopal ▪ Selected in top 5 teams in a national level paper presentation at N.L.Dalmia IMR, Mumbai ▪ Won the nation level ad-mad completion organized by Delhi School of Management, DTU Delhi ▪ Represented CSR club, IIM Amritsar and got appreciated by Delhi School of Economics, Delhi ▪ Won "Guess the word" challenge conducted by Indian Institute of Management Rohtak in Infusion'16-Annual Management Fest, IIM Rohtak. ▪ Won the First Place in Finalyst, a National level case study presentation event at Interface'17 of Department of Management, BITS Pilani. ▪ Won the Third position in Inter-Institutional (National Level) Dr. D.R. Singh Memorial Debate conducted by Ludhiana Management Association held at PCTE Group of Institutes Ludhiana and bagged a cash prize of INR 10000 ▪ Won the Second Place in Finquest, a National level quiz competition at Interface'17 of Department of Management, BITS Pilani.
POSITIONS OF RESPONSIBILITY	
	<ul style="list-style-type: none"> ▪ Worked as member, Placements Committee – IIM Amritsar ▪ Member, Literary Sub Council, B.I.E.T. Jhansi -Coordinator of the Magnum Opus, 2012-13 and 2013-14, an Annual literary week of Literary Sub Council, B.I.E.T. Jhansi ▪ Campus Ambassador of CAREERS360, a career guidance national monthly magazine ▪ Member of training and placement cell, BIET, Jhansi ▪ Campus Ambassador of "Spardha", Annual Sports Fest of IIT BHU during 2013-14 ▪ Co-ordinated in Technospeak'15, the national level event organized by Youth For Nation ▪ Worked as Campus Journalist for Hindustan Times Media Limited ▪ Worked as Campus Ambassador for Young India Fellowship ▪ Worked as Campus Leader, AMAETHON'16, IIM Ahmedabad ▪ Worked as Campus Ambassador – My Parliament ▪ Coordinated in A-Square, maiden management conclave IIM Amritsar ▪ Coordinated in Yukti, HR Conclave IIM Amritsar ▪ Anchored Yukti, HR Conclave and A-Square, Management conclave, IIM Amritsar
OTHERS	
	<ul style="list-style-type: none"> ▪ Hobbies: Philately, writing, counseling and travelling