SAGUN SANGHI

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EDUCATION

TUFTS UNIVERSITY   Sep. 2017 – Present
Master of Science in Innovation and Management, expected to graduate in December 2018   Medford, MA, USA
- Worked as the technology head on a project to leverage newly patented image processing technology from Tufts into developing an iPhone-based cytometer which resulted in the project winning third place in the Tufts 100K new ventures competition.
- Providing consulting services to Greentown Labs to assist them curate their International Strategy.
- Working as a student consultant for State of Place to advise them on their marketing and sales strategies and assist them in identifying new markets.

IMPERIAL COLLEGE BUSINESS SCHOOL   Jun. 2016 – Jul. 2016
Entrepreneurial Smart Camp   London, UK
- Consulted for new tech startups and presented them with innovative techniques to improve efficiency as well as provide alternate applications for their technology.

NARSEE MONJEE INSTITUTE OF MANAGEMENT STUDIES   Aug. 2012 – May 2016
Bachelor of Technology in Computer Engineering   Mumbai, India
- Wrote a review paper on Financial Analysis on the various financial algorithms used in financial markets.
- Implemented a project titled "Emotional Analysis using Text Mining" which gave the user an emotion based on the text inputted.

PROFESSIONAL EXPERIENCE

THE ALL WELL STORE   Jun. 2018 – Aug. 2018
Intern, Strategy   Sugar Land, TX, USA
- Used agile methodology to manage the development of the website.
- Identified and forged multiple business partnerships with brands to ensure mutually beneficial product management.
- Leveraged Google analytics to test, monitor and iteratively curate marketing strategies to create and drive customer retention.
- Documented and analyzed different business processes to ensure a lean approach was maintained.

CONDE NAST INDIA   Feb. 2017 – Aug. 2017
Intern, Business Development   Mumbai, India
- Analyzed brand data of more than 1200 brands; Successfully recommended and converted more than 30% into potential prospects for collaboration.
- Leveraged Google Analytics to devise content driven user strategy.
- Member of the core research team for the Grey Goose "Fly Beyond" campaign in collaboration with Conde Nast India, "Vogue Wedding Company" and "Vogue Wedding Show".
- Reviewed, Analyzed and made recommendations to senior members for potential business prospects for increase in revenue.

SYNERGY BAXI ENTERPRISES PVT. LTD.   Sep. 2016 – Jan. 2017
Intern, Business Development   Mumbai, India
- Monitored and ensured that standard operating procedures were followed.
- Fixed service level agreements with clients to decrease the errors created by inaccurate documentation.
- Carried out research work for better inventory management as well as the organization as a whole more efficient.
- Member of the team which implemented their GPS project.

WESTPAC BANKING CORPORATION   June 2015
Intern, Treasury Department   Mumbai, India
- Worked on a project involving the analysis of inflation trends in India.
- Reviewed and analyzed the effect of political policies on financial markets.

LEADERSHIP & ACTIVITIES

TEDx GATEWAY   Nov. 2014
Campus Ambassador and Volunteer   Mumbai, India
- Planned, marketed and executed the TEDx Gateway event with an attendance of over 500 people.

AIESEC in Mumbai   Aug. 2012 – Mar. 2013
Manager, Global Community Development Program and *Assistant Manager, Corporate Relations*   Mumbai, India
- Led and managed a team which conducted market research on organizations in the social sector.
- Planned long term strategies for the expansion and growth of the department based on data obtained from the market research.

CERTIFICATIONS

HUBSPOT ACADEMY   Aug. 2018
Marketing Certification in Inbound Marketing Strategies   Boston, USA

EMC   May 2016
Certified EMC Academic Associate, Data Science and Big Data Analytics   Mumbai, India

FINDAMENTAL EDUCATION PVT. LTD.   Aug. 2016
Business Valuation Certification   Mumbai, India
- Modules covered: Accounting, advanced excel, corporate finance, financial modeling, M&A analysis, company valuation techniques.

ADDITIONAL INFORMATION

Competent in R, MATLAB, Alteryx, Tableau