

VARUN BAGRODIA

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EDUCATION

Duke University <i>Master's in Engineering Management (GPA: 3.77)</i>	Aug 2023 – Dec 2024 Durham, NC
<ul style="list-style-type: none">Coursework: Marketing, Competitive Strategies, Sustainable Product Development, Intellectual Property Law	
Birla Institute of Technology & Science <i>Bachelor's in Mechanical Engineering, with a minor in Finance</i>	Aug 2019 – Jul 2023 Hyderabad, India

WORK EXPERIENCE

Trihelix Investments LLC <i>Product Marketing Intern</i>	Jun 2024 – Aug 2024 Cary, NC
<ul style="list-style-type: none">Boosted organic search traffic by 30% and user retention by 25% through advanced data analytics and SEO.Enhanced user experience and brand positioning by designing marketing materials, updating websites, and integrating 'Contact Us' forms in CRM, resulting in a 25% increase in monthly leads through Google Analytics.Led the streamlining of project management operations by developing and implementing a comprehensive task tracking template, optimizing task ownership assignments and reducing website update time by 35%.	
SpiderBond Adhesives <i>Student Product Development Consultant</i>	Aug 2023 – Dec 2023 Durham, NC
<ul style="list-style-type: none">Enhanced product sustainability by 66% through a comprehensive Product Lifecycle Assessment, aligning features with market needs and sustainability goals, showcasing strong analytical and strategic planning skills.Performed cost analysis for polyamide adhesive, achieving a 24.09% gross margin and identifying cost savings by optimized material usage and transportation efficiency throughout the supply chain from China to the USA.Developed a go-to-market strategy for a \$1.98 billion market, highlighting sustainability and cost benefits.	
Credit Suisse <i>Risk Management Intern</i>	Jul 2022 – Dec 2022 Mumbai, India
<ul style="list-style-type: none">Conceptualized the product vision, developed user stories, and designed the release timeline for a tool managing 11,000 controls, integrating functionalities from five tools into a single solution using Agile methodology.Created over 25+ JIRA EPICS, documenting feature goals and effectively communicating business requirements to developers through comprehensive feature documentation and stakeholder communication.Analysed control change data to visualize trends and identify key fields generating workflows, leading to process automation within the new tool that reduced time spent by 50%, saving control owners 5 hours per month.	
The Diamond Factory <i>Business Development Intern</i>	Jun 2021 – Aug 2021 Mumbai, India
<ul style="list-style-type: none">Engineered the 'Shop In Shop' model through comprehensive market analysis, aiming for a 25% revenue increase, and presented a detailed pitch to the C-suite, outlining necessary investments and ROI.Identified 5 locations for the 'Shop In Shop' model by analyzing jewelry market and buying behavior of India.	

LEADERSHIP EXPERIENCE

Duke University Idea Club <i>Co-President</i>	Feb 2024 – Dec 2024 Durham, NC
<ul style="list-style-type: none">Organized 'Presentation Karaoke' event for 50 entrepreneurs, increasing attendance by 75% through marketing.Effectively delegated tasks using project management tools, achieving a 90% completion rate ahead of schedule.	
Eluminate Studios <i>Project Leader</i>	Aug 2023 – Dec 2023 Durham, NC
<ul style="list-style-type: none">Led a team of 5 in market research for a concussion prevention device, validating needs by 7 athlete interviews.Designed a go-to-market strategy and investor pitch for a \$228 million market, leveraging interviews.	

SKILLS AND CERTIFICATIONS

Hard Skills: C | Python | SQL | MS Office | Generative AI | Financial Modelling | Business Modelling | Data Analytics | Strategic Planning | Business Analysis | Marketing Strategies | Product Strategy | Consumer Insights | Marketing KPIs
Soft Skills: Leadership | Strategic Thinking | Ethical Decision Making | Empathetic Team Management | Storytelling
Certifications: Introduction to Generative AI, Coursera | Advanced Query Techniques SQL, CodeSignal | Data Visualisation using NumPy and Pandas, CodeSignal | Intro to Data Cleaning and Preprocessing, CodeSignal