



Sabhya Sanchi

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EDUCATION		
Shailesh J. Mehta School of Management, IIT Bombay	MBA (Operations Management)	2022-24
Indian Institute of Technology Bombay (Dual Degree)	B. Tech. (Chemical Engineering)	2019-24

PROFESSIONAL EXPERIENCE		
Dr Reddy's Laboratories Digital & Process Excellence Intern		<i>May 23 - July 23</i>
<ul style="list-style-type: none"> Discovered 11+ pain points, redefined and built logic for increasing the efficiency of recommendation system from 5% to 18% Analyzed 5 years (3Mn+) of sales data for devising an optimum pricing model for unique product customer combinations Strategised the automation of 4-step task creation process using decision tree model based on 7 parameters slashing time by 40% Collaborated with 4 teams to build logic & wireframe for bulk auto recommendation rejection filter based on 9 input parameters 		
Proshort ai Marketing & Product Strategy		<i>Dec 22 - Feb 23</i>
<ul style="list-style-type: none"> Conceptualised initial pricing strategy, rule-based logic for 1st version of t2v offering & benchmarked among 12+ competitors Implemented SEO optimization using keywords, strategized Google Ads, CRM & Email marketing plan for enterprise solution Developed 10+ wireframes; defined website contents, product positioning, and use cases; implemented using HTML, CSS & JS 		
GoComet Product management		<i>May 22 - Jul 22</i>
<ul style="list-style-type: none"> Led standup meetings, ideated strategy for 15+ bugs & features using analytics and did sprint planning for 18 members using Jira Spearheaded 10+ QA testings to remove bugs & automated recurrent analytical tasks on MS Excel slashing required time by 95% Created concept plan and implemented auto-onboarding feature using Ustiful to reduce the friction on website by new clients 		
Gupshup Product and Strategy		<i>Feb 22 - Apr 22</i>
<ul style="list-style-type: none"> Formulated the standard procedure to streamline and enhance the functioning of the WhatsApp self-serve product and dev teams Created a product & offerings documentation to reduce the time taken significantly while onboarding new employees or interns 		
MaxedS Sales & Marketing Analyst		<i>Jul 21 - Dec 21</i>
<ul style="list-style-type: none"> Collaborated with 40+ members to database, ideate and execute emailing campaigns using Apollo.io, Lusha & Sales Navigator Examined 50+ clients, identified problem, market & product fit; utilized A/B testing to achieve 11% higher CTR than average 		

PROJECTS		
SEO Strategy for Auction Bazaar Prof. A. Sahay IIMA		<i>May 22 - Jul 22</i>
<ul style="list-style-type: none"> Worked under guidance of professor of IIMA on a site's SEO, increasing its organic traffic by 37%, with 2X increase in DA, PA Collaborated with multiple stakeholders to ideate & design wireframes and flow charts and analyse data using Google Analytics 		
Optigri : Bandhu Agritech Startup project		<i>Dec 21 - Aug 22</i>
<ul style="list-style-type: none"> Built logic & interface to assist in identifying best crop composition based on demand and supply analysis aiming maximum profit Won grant of 2 lakh from DSSE and earned 1st runner-up position among 45+ teams for incubation competition at SINE IITB 		
Dietary Diversity Among Children Prof. S. Gaurav SJM SoM		<i>May 21 - Jul 21</i>
<ul style="list-style-type: none"> Studied 5+ papers on randomization, research to conduct survey & pilot tests for nutrition behavior change using GIS Platform Conducted focused group discussions with 5+ stakeholders to analyze the problem and implement ideas and feedback received 		

POSITIONS OF RESPONSIBILITY		
Core Member, PRMT, SJM SoM	<ul style="list-style-type: none"> Coordinated and executed 5+ events with 2M+ budget & 1000+ participants around the year Led creatives part and designed 30+ posters, videos & official merchandise of SJMSoM 	2023-24
Business Head, Team AUV, IITB	<ul style="list-style-type: none"> Supervised 40+ students for creatives & videos for RoboSub 20 & 21, ranked 2nd worldwide Led 10+ team members to get sponsorship & enhance outreach through RnD & Tech expos 	2021-22
Web Manager, AZeotropy, IITB	<ul style="list-style-type: none"> Developed CA portal for registration of 350+ Campus Ambassadors from 200+ colleges Created main website & online quiz portal; got 2000+ and 15% yoy increment in participants 	2021-22
Convener, Aero Club, IITB	<ul style="list-style-type: none"> Executed 15+ events and competitions aimed to cater to 10,000+ aeromodelling enthusiasts Designed 50+ Posters, websites; managed social media platforms & logistics for the club 	2020-21

EXTRA-CURRICULAR ACTIVITIES		
<ul style="list-style-type: none"> Selected as ISMP mentor (1/143 out of 386 applicants, 3-step selection process) and mentored 12 freshman students 		2023-24
<ul style="list-style-type: none"> Completed 2 ATCs by 2 MAH ENG reg and received A Grade in 'B Certificate' of NCC under Ministry of Defence 		2019-21
<ul style="list-style-type: none"> Achieved 1st position in photography & poetry among 180+ cadets; mentored batch of 30+ students under NCC 		2019-20
<ul style="list-style-type: none"> Secured 2nd position in Inter-IIT Engineer's Conclave competition while representing Team AUV among 10+ teams 		2020-21

TOOLS & CERTIFICATIONS		
Certifications	<ul style="list-style-type: none"> Product roadmap & strategy, Marketing, Operations, Project & Hr Management, Accounting & finance 	
Design & Simulation	<ul style="list-style-type: none"> Figma, Canva, Adobe's XD, Illustrator, Premiere Pro, Photoshop, After Effects & SolidWorks 	
Dev & Analytics	<ul style="list-style-type: none"> Google Analytics, Excel, SQL, Jira, Matlab, Python, C++, HTML5, CSS, Bootstrap, Django 	