

KESHAV GOYAL

EDUCATION

Indian School of Business (ISB)

Post-Graduate Programme in Management

Apr '20 – Present

Manipal Institute of Technology, Manipal

B.Tech in Computer Science & Engineering (minors: Business Management) – CGPA – 9.04/10.00

Jul '14 – May '18

- Successfully framed an algorithm in MATLAB to extract and trace properties from images of numerous red chilies with their associated ASTA biological values using artificial neural networks.
- Campus rank #1 (among 200+ participants) in the zonal round of the international challenge for sixth sense technology organized by Technophilia Systems Pvt. Ltd.
- Successfully presented a research paper based on E-Diplomacy (*India's Tryst with E-Diplomacy*) in the International Conference on Applied Sciences, Engineering and Technology, 2017.
- Successfully presented and published a research paper based on software architecture models (*Software Architecture Model for Sugarcane Management Plant*) in the Australian Journal of Business, Social Science and Information Technology.
- Held the position of *President* for Blitzkrieg Dance Crew – India (Dance Crew based out of Manipal).
- Held the position of *Joint Public Relation Coordinator* for Lion's Club, Manipal.
- Held the position of *Head of Human Resources* for MUTBI, Manipal (Business Incubator based out of Manipal).

Maxfort School, Rohini, Delhi

Standard 12th – Percentage – 90.4%

Apr '13 – May '14

- Leadership Position Held – *School Head Boy*

Maxfort School, Rohini, Delhi

Standard 10th – CGPA – 10.00/10.00

Apr '11 – May '12

- Leadership Position Held – *School Vice Head Boy, School Basketball Team Captain*
- Assisted international student exchange programme.

Key Achievements

- Nominated (*Shakun Industries*) for India's Best 5000 MSME Award, 2019.
- Received letter of recommendation by Dean and President of Manipal University, Manipal, Karnataka for academic and extra-curricular excellence.
- Represented India in Hip Hop International (*Mega Crew Category*) held in Las Vegas, USA in 2016, with All India Ranking #1 and World Ranking #43 out of 100+ dance crews all over the world.

Internships

• Shakun Industries, Delhi | Industrial Management

Dec '17 – Apr '18

- Developed an in-house company ERP software to manage inventory, sales, purchase, and production data.
- Re-designed company logo, letterheads, product packaging, email signatures, business cards, and product catalogues.

• HCL Infosystems Pvt. Ltd. | Software Development

May '17 – Jul '17

- Developed a speech bot (*virtual agent*), implementing Microsoft cognitive services and artificial intelligence concepts.

• IIM, Lucknow | Marketing

Jan '17 – Feb '17

- Learnt marketing strategies, roles and responsibilities of a marketer, and gained insights into customer psychology and behavior.

• Sprk Agency, Egypt | Business Development

Dec '16 – Jul '17

- Prepared business plans and market reports, studied international market scenarios, and performed social media optimization (SMO) for various clients.

WORK EXPERIENCE

Shakun Industries, Delhi | Business Development & Industrial Management

Apr '18 – Mar '20

Business Development

- Assisted and managed business expansion, including construction of new manufacturing facilities, erecting new machinery, and extending product line up for a wider market share.
- Negotiated purchase and sale orders in order to maximize margins and build/maintain customer relationships simultaneously.
- Analyzed the financial statements for company's expenses and accordingly maintained a monthly budget to meet all the necessary expenses and investment goals.
- Assisted in framing business strategies in order to maximize the market share.

Software Development and Digital Marketing

- Re-designed the company proprietary ERP software to accommodate data pertaining profits, new production formulations, cost evaluation, and sales analysis.

- Designed and maintained the company website (www.shakunindustries.com), and company social media handles on Facebook, Twitter, LinkedIn, Instagram, Pinterest, YouTube, and GMB (*Google My Business*) listing.
- Successfully performed SEO for the company's online presence and managed content for various social media handles.

Research & Development

- Successfully formulated cyclopentane, HFC 365/227, and methyl formate (*blowing agents*) based polyurethane system, as per the Montreal Protocol, w.e.f. 31st December, 2019 compliance (*with zero ozone depleting substances and low global warming potential*).
- Successfully introduced vacuum control process (*at 760 mmHg*) to reduce the acid value by 83% of polyester polyols manufactured.
- Curated lab tests for determination of acid value, hydroxyl value, viscosity, and specific density of polyester and polyether polyols.
- Successfully formulated polyols for the rigid polyurethane spray foams and semi-rigid integral skin foams.

Product Management

- Re-designed product packaging, including labels, seals, and brand printing.
- Devised technical data and safety data sheets for all products for client reference.
- Generated test reports for each production batch for client reference.
- Built the product nomenclature for company's new eco-friendly product line.

Policy Management, Adherence & Certifications

- Framed company policies regarding production quality checks, delivery schedules, credit payment allowance, refunds, order cancellation, damages, product sampling, and lab tests.
- Achieved ISO 9001:2015 certification within 9 months of working in the new manufacturing facility.
- Trademarked SIPOL® for the whole product line up.

Sales and Marketing

- Compiled and followed up with 500+ potential clients in India.
- Toured in Gujarat, Hyderabad, Delhi-NCR, and Nepal, and captured a major clientele for polyurethane polyols and isocyanates, thereby increasing annual revenues by 133% (approx.).
- Designed 12+ templates for pro forma invoices, emails, and marketing campaigns on various digital platforms.

EXTRA CURRICULAR ACTIVITIES

Dance

- Led a dance crew (*Blitzkrieg Dance Crew – INDIA*) of 50+ college students, performed 50+ dance performances at numerous events with an average crowd of 500+, achieved All India Rank #1 in HHI India, and represented India at HHI (Hip Hop International), Las Vegas, USA in 2016.

Sports

- Former India Rank #4 Speed Roller Skater
- Former District Basketball Player

Student Mentorship

- Mentored 25+ students with their college/internship/placement applications at MIT, Manipal.

Academic Courses

- Portfolio and Risk Management | Indian School of Business (ISB) – Coursera
- Introduction to Financial Markets | Indian School of Business (ISB) – Coursera
- Search Engine Optimization Fundamentals | University of California, Davis – Coursera
- Introduction to Search Engine Optimization | University of California, Davis – Coursera
- Cloud Computation | Microsoft MTA
- Python and Django Framework | Webtek Labs Pvt. Ltd.

Social Initiatives

- Taught 25+ students basic Mathematics, English, and Social Sciences at Humkadam Foundation, Delhi.
- Helped 50+ malnutrition elderly people in clusters at Disha Foundation, Delhi.
- Organized a 3-day dance workshop for 30+ underprivileged children at Balniketan Orphanage, Udupi, Karnataka.

OTHER ACHIEVEMENTS & INTERESTS

- AIR #272 FIITJEE Talent Reward Exam (*FTRE*)
- AIR #1 National Abacus Competition organized by Brain-o-Brain Ltd.
- Olympiad 15th NSO – International Rank #327
- Olympiad 12th NCO – International Rank #446
- Interests – Graphic Designing (*Adobe Photoshop, Adobe Premiere Pro, Adobe After Effects*), Theater, and Music.