

KRISHNA RATHI

krishnarathi0305@gmail.com | +91-9999070069 | <https://www.linkedin.com/in/krishna-rathi>

EDUCATION

Indra Gandhi National Open University

PG Diploma in Operation Management

Delhi, India

Jul'24-Present

Anil Surendra Modi School of Commerce, SVKM's Narsee Monjee Institute of Management Studies

Bachelor of Commerce (Honours) | **Distinction:** First | **CGPA** - 3

Capstone Project: "Financial Model Analysis of Dr Reddy's Laboratories"

Mumbai, India

Sep'21-Jul'24

WORK EXPERIENCE

Little Nap Design Pvt Ltd, Delhi, India | Strategic Project Intern

Sep'24-Present

Analyzing collected data using tools like spreadsheets, business intelligence (BI) software, or basic data visualization tools, and Identifying trends, patterns, and insights from production data, customer behavior data, and sales data. | Creating reports and presentations to communicate data-driven insights to decision-makers across departments, and Tracking key performance indicators (KPIs) to monitor company performance and identify areas for improvement.

M3M India Pvt Ltd, Gurugram, India | Marketing Intern

Jun'24-Aug'24

Conducting research on market trends, competitors, and consumer preferences to help inform marketing strategies. | Assisting in creating engaging content for social media, blogs, newsletters, and promotional materials. | Helping with the execution of marketing campaigns, including tracking their performance and analyzing results. | Managing social media accounts by scheduling posts, engaging with followers, and monitoring online presence.

National Informatics Center (NIC), New Delhi, India | Intern (Data Repository Division)

May'23-Jul'23

Promoting and implementing of Information and Communication Technology (ICT) solutions in the government. Help build a strong foundation for better and more transparent governance and assist the government's endeavor to reach the unreached. | Worked on 'ServicePlus' a unified platform based on multi-tenant architecture for delivering electronic services to citizens, an application that is quick to learn and easy to use with minimal effort and can be used by people with a low skill set.

TEACHING EXPERIENCE

Anil Surendra Modi School of Commerce, NMIMS, Mumbai

Oct'22-Feb'23

Office of Prof. Kajori Banerjee, Professor of Research Methodology | Teaching Assistant

Addressed students seeking additional help or clarification. Provided explanations, and offered guidance on course content. | Led group tutoring sessions after lectures to help students struggling in similar areas and improve preparation for quizzes and examinations.

Anil Surendra Modi School of Commerce, NMIMS, Mumbai

Office of Prof. Max D'Souza, Professor of Organizational Behaviour and Human Resource Management | Teaching Assistant

Oct'21-Feb'22

Assisting in the preparation of Lecture modules, proctoring and assessment of the identified students | Providing remedial academic buildup sessions to 10-15 students in a semester.

INDEPENDENT INITIATIVES

SAMCO Securities Limited (Trading Platform) | Portfolio Manager (Independent)

Aug'20-Present

Examining the Fundamentals like- financial health, future growth potential, and competitive landscape, Technical Analysis using various indicators and identified chart patterns. | Plotting Risk-Reward percentage to assess if it meets the risk tolerance, tracking market fluctuations that are inevitable, developing investment discipline and maintaining patience through market ups and downs.

How Does it Matter | Founding Member/Senior Design Consultant

Aug'20-Present

Consult founders on team management and design data management | Design skill development plans for the design teams and help them become a T shape designer at the field they aspire to work on. | Understand and set the Deliverables for the startups and negotiate the pay check accordingly. | Successfully managed my team and has delivered 12+ projects for 4+ startups | Currently working with 2 series B (\$7 million - \$12million funded) startups

TECHNICAL SKILL(S)-SET & COMPETENCIES

Entrepreneurship

Strategic Management: Business Planning | Financial Management | Risk Management | Scenario Planning | Cost-Benefit Analysis | Lean Six Sigma | Intellectual Property Management

Marketing and Sales: Market Research | Digital Marketing | Sales and Negotiation | Social Media Management | Search Engine Optimization (SEO) | Conversion Rate Optimization (CRO) | Inbound Marketing

Leadership and Communication: Leadership | Networking | Communication Skills | Stakeholder Management | Emotional Intelligence | Conflict Resolution | Public Speaking | Cross-Cultural Competence | Motivation and Engagement

Marketing and Management

Operations Research: Using mathematical models and optimization techniques to improve efficiency in various business functions like production scheduling | inventory management | and logistics. By analyzing data and building models

Statistical Analysis: Analyzing data from various sources like sales figures | employee performance reviews | and customer satisfaction surveys (identify trends | make informed decisions about staffing

Financial Management: Utilizing quantitative techniques like ratio analysis and discounted cash flow analysis to evaluate investment opportunities | assess financial risks

Programming

Programming Languages: Action Script | Action X | Adobe Flex | C# | C/C++ | HTML | Java | JavaScript | JSP | Objective -C | PERL | PHP | Python | Ruby | SAS | Visual Basic | XML | Tableau

Databases: MySQL | PostgreSQL | MongoDB | Oracle DBA

Essential Libraries Toolkit: Python | Numpy | Scipy | Scikit-Learn | Theano | Tensor Flow | Keras | PyTorch | Pandas | Matplotlib | Ggplot2 | TidyR | Shiny | Arules | Mboost

Neural Network: Perception | Multilayer Perceptrons (MLP) | Back-Propagation | Stochastic Gradient Descent | Hopfield Network | Radial Basis Function Network (RBFN)

PUBLISHED RESEARCH PAPERS

- R. Krishna**, "Developing A Smart Artificial Intelligence Algorithms Based Financial Management Systems Reliability Analysis" *International Journal of Technology, Science and Engineering* | ISSN: 2457-1016
- R. Krishna**, "Developing the Design of a Natural Language Processing - Based Online Translation Recognition System for Effective Implementation in Its Real-World Application" *International Journal of Innovations in Applied Science and Engineering* | e- ISSN: 2455-5134 / p- ISSN:2455-9059
- R. Krishna**, "An In-Depth Analysis of The Impact of The Business Analytics on Digital Business Growth" *International Journal of Law, Management & Social Science* | ISSN: 2581-3498
- R. Krishna**, "Analysis of the Genesis and Growth of Digital Startup Ecosystem in India and Its Influence on Facilitating E-Governance and Nurturing of Digital Entrepreneurship in India" *International Journal of Transformations in Business Management (e- ISSN: 2231-6868 / p- ISSN:2454-468x)*
- R. Krishna**, "A Comprehensive Analysis of The Techniques in Unsupervised Machine Learning for Removing Artefacts in Electrodermal Activity", *International Journal of Research in Medical Sciences & Technology* | e- ISSN: 2455-5134 / p- ISSN:2455-9059
- R. Krishna**, "Employability of An Internet of Things (IOT) Based System for Monitoring and Controlling of Electrical Devices", *International Journal of Advanced Engineering* | ISSN: 2457-0397
- R. Krishna**, "A Comprehensive Evaluation of Startups in India with Respect to The Ease of Doing Business Parameters to Figure Out the State – Wise Rankings, Key Drivers and Impact Factors and Shed Light on The Indian Policy Recommendations", *International Journal of Inventions in Engineering and Science Technology* | IJEST/01188

LEADERSHIP EXPERIENCE AND EXTRACURRICULAR ACCOMPLISHMENT (S)

- Business Conclave, The Students' Union, ASMSOC, NMIMS | Event Head** 2023
Led a 10-member team to Conceptualize a one of its kind marketing events in the country in association with Paytm, Deloitte USA, Microsoft, KPMG, EY | Designed comprehensive rounds on product management, organizational behaviour, PR crisis, marketing auctions, profitability & market entry cases 2022
- Blaze'22, ASMSOC, NMIMS | Senior Member** 2022
As a Senior Member of Blaze'22 at NMIMS, I played a pivotal role in organizing our flagship sports event, which embodies the vibrant spirit and commitment to athletic excellence within our institution.
- Vaayu'22, ASMSOC, NMIMS | Senior Member** 2021
Vaayu is an inspiring cultural festival that has rapidly become one of India's most prominent events, driven by a passion for empowering youth. Hosted by NMIMS ASMSOC, it embodies a collective spirit, creating a space for creativity, expression, and connection among diverse participants.
- Enactus, NMIMS**

COMMUNITY SERVICES & VOLUNTEER WORK(S)

- Earth Saviours Foundation | Lead Volunteer** 2019-Present
NGO dedicated to serving less privileged people and making every possible effort to protect the environment.
- MoH - Meals of Happiness | Volunteer**
It is a non-profit voluntary organization, created solely with the purpose of distributing nutritious food to less privileged and malnourished.
- Teach for India | Led and mobilized volunteers for assisting unemployed youth**
English communication proficiency, employable skills and channelizing opportunities for self discovery and self growth.
- Umeed Foundation | Volunteered as an assistant educator**
worked with children with mental disabilities, which was both challenging and rewarding. Focused on creating a supportive environment where each child felt safe to express themselves. Through tailored activities like art and play, aimed to enhance their communication skills and boost their confidence
- Nehru Yuva Kendra | The Art of Living Organisation | Global Peace Foundation, India | Leaders for Tomorrow**

AWARDS AND HONOURS

International	National	Regional
International Award for Young People (IAYP) - Gold medal recipient of the IAYP award for exemplary demonstration of community engagements, action in leadership and commitment to public service.	Research Gem Award 2023 - Accomplishment: Conferred award for commendable research engagement in the cross-disciplinary areas of Statistical Modeling, Machine Learning, Internet of Things, Blockchain, Regression Analysis and Data Visualization	Hall of Fame - Having an outstanding GPA in a majority of courses opted semester wise.
Melton Foundation Fellowship - Cleared 4 rounds of applications and interviews and presented project ideas to tackle specific challenges in core areas of sustainability, equity and diversity.	Youth Leadership Award - Nehru Yuva Kendra, Government of India	Order of Merit - Recognition for maintaining class rank in top 5% for 3 consecutive semesters number of distinctions awarded in a highly demanding curriculum.
Mentor Award - TiE - The Indus Entrepreneurs		