

Tanmay Datt

MBA Graduate
Specialisation: Marketing

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PERSONAL STATEMENT

I'm a 22 years old MBA (Tech) Graduate from Mumbai.
I completed my B.Tech in Mechanical and MBA in Marketing.
Completing my course projects has taught me to provide originality and quality whilst successfully meeting deadlines.
I love working with people who have passion and interests in different subjects so that I can explore and look at things in different lenses.
I love reading everything that has to do with Automobiles, Mobile Technologies and I am passionate about social media environment.

WORK EXPERIENCE

GODREJ INNOVATION & DESIGN CENTRE : 2nd May 2016 - 10th September 2016

Marketing Intern in a project "Empowerment of Urban Vendors" which is an upcoming digital business initiated by Godrej Group.

- Research & study of target consumer behaviors to improve the user experience in the platform.
- To create a engagement marketing model for the platform & handle social media engagement.
- To plan & execute launch activities for the platform.
- To plan & execute core operational functions for go-to market strategy.

GODREJ SECURITY SOLUTIONS: 17th May 2015 - 11th July 2015

Technical intern in Press Shop Department for optimizing the existing production process. The aim of project were:

- To optimize laser cutting process in order to conserve sheet metal and reduce the cost of production.
- To create & implement a centralised tool management system by creating a standard coding system for validation of tools in the department.
- To inspect and supervise daily production activity in order to improve the output through production

JCB India Pvt Ltd. : 19th May 2014 - 18th July 2014

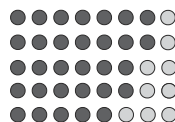
Technical intern in Manufacturing Engineering for a project "New Product Introduction Process"

- Production planning for products which were earlier produced in overseas production plant of JCB

SKILLS

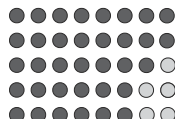
Technical

MS Office (Word, Powerpoint, Excel)
iWork (Keynote, Pages, Numbers)
Solidworks
AutoCad
Affinity Designer

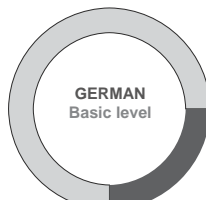


Non Technical

Quick Learner
Social Media Enthusiast
Shaper & Team-Worker
Creative Thinker & Problem Solver
Effective Communicator & Negotiator



LANGUAGE SKILLS



EDUCATION

- **NMIMS'S Mukesh Patel School of Technology Management & Engineering**
MBA Tech Mechanical - 3.23/4
Specialisation : Marketing
Currently Pursuing (2012-2017)
- **Pace Junior Science College (Andheri)**
HSC - 88.33
2012
- **Dr.S.Radhakrishnan Vidyalaya**
SSC - 88.18
2010

PROJECTS & PARTICIPATIONS

PROJECTS



Manufacturing of All Terrain Vehicle:

Designing, planning & manufacturing of a man driven All Terrain Vehicle in order to participate in National Level Competitions like SAE INDIA 2016, SAE INDIA BAJA 2016, BAJA Student India 2016 & Mega ATV Championship 2016



Manufacturing of Go-Kart:

Designing, planning & manufacturing of a Go-Kart in order to participate in National Level Competitions like Elite Karting Championship 2015

PARTICIPATIONS



Captain of "MPSTME RACING 2.0"

Leader of the Racing Team representing college in 2016 for National Level Competitions like SAE INDIA 2016, BAJA STUDENT INDIA 2016 & Mega ATV Championship 2016



Core Organizing Member of College Chapters

President of SAE INDIA Student Chapter (MPSTME)
Student Representative of ASME Student Chapter (MPSTME)
Vice President of IEI India Student Chapter (MPSTME)

ACHIEVEMENTS



National Winner
Sales Presentation
SAE INDIA BAJA 2015



National Winner
Sales Presentation
Elite Karting Championship 2015



Endurance Race Finalists
Finished 4th in Final Endurance Race
BAJA Student India 2016

HOBBIES & INTERESTS

