

# SARTHAK SHARMA

Male, 26

EDUCATION			
Year	Degree	Institute	%
2024 – 2026	PGP-SM	IIM Lucknow	74.96
2017 – 2021	BE-Computer Engineering	Thapar Institute of Engg. and Tech., Patiala	76.66
2017	XII - CBSE	Delhi Public School Ghaziabad, Ghaziabad	92.8
2015	X - CBSE	Ryan International School, Ghaziabad	95
SUMMER INTERNSHIP			
Supply Chain Intern	<b>Tata Consumer Products Limited</b> , Gurugram	Apr '25 – June '25 (2 Months)	
Improved ops. efficiency by 12%	Led initiatives delivering ₹1.5 Cr+ annual savings	Achieved 5–7% cost reduction	
Strategy and Business Impact	<ul style="list-style-type: none"><li>Improved <b>fleet load utilization</b> by 12%, <b>reducing logistics cost</b> and boosting bottom-line <b>profitability</b></li><li>Led route optimization of <b>400 cr+</b> annual business, <b>reducing lead time</b> by 1.2 days &amp; improving OTIF</li></ul>		
Digital Transformation	<ul style="list-style-type: none"><li><b>Automated</b> multi-plant freight reporting, leading to <b>2x reporting speed</b> &amp; enabling <b>real-time decisions</b></li><li>Developed SAP anomaly detection, <b>preventing freight billing errors</b> worth potential <b>1.5 Cr+</b> annually</li></ul>		
WORK EXPERIENCE			30 Months
Software Engineer	<b>Honasa Consumer Limited</b> , Gurugram	Oct '21 – Apr '24 (30 Months)	
Drove 8% MoM traffic growth	Accelerated brand launches by 50%	Boosted checkout efficiency by 30%	
Product Strategy	<ul style="list-style-type: none"><li>Developed 3 <b>high-performance</b> websites, <b>reducing go-to-market timelines</b> by 80% for future campaigns</li><li>Built <b>scalable</b> Next.js platform <b>enabling 50% faster brand launches</b> and cross-brand feature replication</li><li>Directed 4-member team to develop websites from scratch, <b>ensuring timely, high-impact market entry</b></li></ul>		
Customer Experience	<ul style="list-style-type: none"><li>Revamped UI and site architecture, <b>increasing session duration</b> by 22% and <b>boosting engagement</b></li><li><b>Improved</b> overall <b>core web vitals</b> by 30%, <b>reducing bounce rates</b> by 18% and lifting ad conversions</li><li>Enhanced mobile-first design, <b>increasing mobile conversion rate</b> by 14% across all product categories</li></ul>		
Marketing Optimization	<ul style="list-style-type: none"><li>Implemented SEO upgrades, driving <b>8% MoM organic traffic growth</b> and <b>saving 12 Lacs+ annually</b></li><li>Introduced SSR for slow internet connections, <b>increasing impressions</b> by 25% and reach in <b>Tier-2/3 markets</b></li><li>Strengthened cybersecurity with custom CSP, <b>preventing 100% attacks</b> &amp; safeguarding brand trust</li></ul>		
LIVE PROJECT			
Earthy Tales, (Oct '25-Present)	<ul style="list-style-type: none"><li>Designed a <b>consumer psychology-driven</b> communication framework to <b>increase organic food adoption</b></li><li>Formulated an <b>advocacy model</b> using social recognition triggers to <b>enhance referrals</b> among loyal customers</li></ul>		
Kaarigar Mandi, (Nov'25-Present)	<ul style="list-style-type: none"><li>Executed <b>B2B acquisition strategy</b>, onboarding bulk-order boutiques and strengthening KM's revenue pipeline</li><li>Designed luxury-segment <b>GTM plan</b>, driving <b>enhanced margins</b> through <b>curated outreach</b> for premium clients</li></ul>		
Brevistay, (Jan '26-Present)	<ul style="list-style-type: none"><li>Built <b>revenue dashboard (1 cr+)</b>, enabling data-driven <b>promotions</b>, campaign targeting &amp; <b>ROI</b> visibility</li><li>Identified cancellation patterns and commission issues, improving <b>revenue leakage control (18 Lacs+)</b></li><li>Developed <b>20cr dashboard</b> tracking cities, hotels, pricing &amp; booking trends enabling <b>actionable insights</b></li></ul>		
POSITIONS OF RESPONSIBILITY			
<i>PR Lead</i> , <b>Crescendo</b> , 2025	<ul style="list-style-type: none"><li>Led a <b>10-member team</b> to organize IIML's annual cultural fest, successfully <b>hosting over 400 attendees</b></li><li>Negotiated with reputed food vendors, securing <b>discounted deals</b> to enhance <b>event quality &amp; cost efficiency</b></li></ul>		
ACADEMIC ACHIEVEMENTS			
Case Competitions	<ul style="list-style-type: none"><li><b>National Finalist</b> in QSW Sustainability and LoveChild Masaba <b>product launch strategy case</b></li><li>Reached <b>Top 100</b> in <b>Reliance TUP Season X</b> &amp; <b>National Semifinals</b> in <b>Tata Imag. Cup</b></li></ul>	2025	2024
Competitive Exams	<ul style="list-style-type: none"><li>Ranked in the <b>top 2.5%</b> students out of <b>11.22 lakh students</b> in the <b>JEE Main</b> Examination</li><li>Maths Olympiad: <b>World Rank 76</b>   National Science Olympiad: <b>International Rank 975</b></li></ul>	2017	2014
Academic Exams	<ul style="list-style-type: none"><li>Earned a <b>50% fee waiver scholarship</b> in 11th and 12th standards for excellent <b>academic grades</b></li><li>Recognised as <b>academic scholar for 7 out of 9 years</b> due to outstanding academic performances</li></ul>	2015-17	2009-17
EXTRACURRICULAR ACTIVITIES			
Football	<ul style="list-style-type: none"><li>Achieved <b>3rd place</b> in FIFA 18 tournament by <b>strategically</b> building a team through auction</li></ul>	2018	
Robotics	<ul style="list-style-type: none"><li>Awarded <b>3rd prize</b> in Robogram, a Robotics Challenge hosted by Technophilia, IIT Kanpur</li></ul>	2017	

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