

# DHEERAJ KUMAR

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## WORK EXPERIENCE

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### LEAD – CONTENT OPERATIONS, BYJU'S

| SEP 2023 – MAR 2025

- Ensured the completion of a project by tracking and streamlining the workflow, utilize spreadsheets to track work progress, resource utilization and conduct analysis to improve the inter and intra-team communication of more than 200 team members.
- Creation of test Reports and Data analysis of more than 20000 students using MS Excel (Power Query and Power Pivots) and SQL to analyze their performance and further used to batch creation and performance tracking on regular basis after each test.
- Designed test communication sheet for 20,000 students before each test, utilizing queries from Redash and stats.tlms platform to gather active student details to send personalized communications to students regarding test information.
- Developed and implemented employee training curriculum for new hires, offering continuous mentorship and constructive feedback; increased team productivity by 30% and achieved 95% employee satisfaction rating.
- Supervised and defined category-specific KPIs including request per session (R/S), retention cohort, and customer acquisition cost and collaborated with Business Team on growth drivers to enhance workflow and achieved projected numbers with 90% effectiveness.
- Spearheaded development of customized Dashboard for team efficiency and utilization tracking and enabled efficient task updating and tracking, improving completion rates and accuracy.
- Utilized Figma to design process flow diagrams, content wireframes, and UX improvements for content delivery platforms.
- Managed complex content workflows using MS Project, ensuring smooth coordination and timely completion of deliverables.
- Created visual reports and presentations using Adobe Suite (Illustrator & Photoshop) to enhance internal communications and training materials.

### PROJECT COORDINATOR, BYJU'S

| NOV 2021 – AUG 2023

- Assembled data across sheets to develop insights and identify areas of improvement; trained 30+ peers for various formulae automation on Google Sheets.
- Coordinated and managed a team of 210 members, implementing Elevate-Project Management Tool to streamline task creation and reporting process, resulting in a 40% increase in efficiency and utilization.
- Identified potential points of continuous improvement to fill in existing process gaps reducing time needed by 40% and got awarded by "Extra Mile" Award for the month of Dec 2022.
- Conceptualized Master Scheduler Dashboard in MS Excel for Backend team, used for updating of Raw Topic Ids on CMS, which reduced the earlier spent time by 70-80%.
- Created a Power Pivot on MS Excel, integrating 1200+ individual Excel files via Power Query and mapped data with additional details for senior management decision-making and generated batches for over 20,000 students based on analysis results.
- Developed and maintained interactive dashboards in Power BI, tracking key performance indicators and team efficiency.

### Business Trainee, ICICI Prudential Life Insurance Company Limited

| AUG 2021 – NOV 2021

- Adhered to sales processes and expected documentation, use sales technology as per requirement.
- Provided pricing, proposals to the customers, with conversion percentage of 40%+.
- Worked better customer satisfaction with 20+ positive feedback from customers.
- Teamwork & Collaboration.
- Managed pipeline across 5 diverse teams.

## EDUCATION

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### Motilal Nehru National Institute of Technology (MNNIT)

| APR 2019 - JUN 2021

Master of Business Administration - MBA, Operations Management and Marketing Management- 8.88 CGPA

### Neotia Institute Of Technology, Management and Science (Formerly ITME)

| MAY 2013 - JUN 2018

Bachelor of Technology, Mechanical Engineering- 7.48 CGPA

## STRENGTHS AND SKILLS

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- Data Analytics & Visualization: SQL, Google Sheets, Power BI, Advanced Excel
- Content & Workflow Optimization: Wireframes, MVP, Content Management Systems
- Project Management: MS Project, Agile, Lean Management and Waterfall Methodology
- Design & Content Development: Figma, Adobe Suite (Illustrator, Photoshop), Learning Management Systems, Content Management System

## EXTRA CURRICULARS, AWARDS AND ACHIEVEMENTS

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- BYJU'S "Extra Mile" award for exceptional performance in the month of Dec 2022.
- 2nd Position in Chanakyaaneeti in Avishkar (Technical Fest) - MNNIT
- 2nd Position in Navchar in Avishkar (Technical Fest)
- Mr. Fresher in Samvad (MBA Freshers)
- **Hobbies:** Table tennis, Cricket, Cooking, Volleyball.