

PRATEEK CHELANI

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EDUCATIONAL QUALIFICATIONS

Course (Stream)/Examination	Institution/University	Year of Passing	Performance
Chartered Accountant (Foundation)	Institute of Chartered Accountants	2022	235
B.A. Programme (Economics and Commerce General)	Sri Aurobindo College (University of Delhi)	2022	6.76
Class 12 – CBSE(Commerce)	Apeejay School (Noida)	2019	87%
Class 10 - CBSE	Apeejay School (Noida)	2017	7.2 CGPA

WORK EXPERIENCE

- **DELVENS – Research Associate** [5 Months, May'23 – October'23]
 - Worked on different **global research reports**
 - Carried out **company profiling, Revenue Analysis** etc. for different companies with global presence
 - Analyzed different global, regional and country markets and **calculated their market size, CAGR, future growth**
 - Handled reports from multiple domains including healthcare, automotive, energy, IT, etc.
 - Worked on **Refining and extracting** from datasets as per client requirements
 - Helped in **client communication** on daily basis
 - Learned a much broader perspective of the research industry
- **MUVTONS CASTORS – Marketing Associate** [11 Months, June '22 - April '23]
 - Created and integrated new **digital marketing campaigns**; worked in a team of 6 employees.
 - Conducted research to **understand market trends** across diverse segments of our products
 - Strategized, developed and managed paid digital marketing **across AdWords (Google ads), Instagram** etc.
 - Tracked email and social campaigns, and determined opportunities globally
 - Handled a couple of client accounts to **analyse their ordering patterns** and their requirements
 - Developed and executed brand communication strategy across all platforms
 - Increased B2B communications and integrations through **continuous tracking of the market trends**
 - Helped in arranging business meetings with prospective clients.
- **ARRESTO SOLUTIONS PVT. LTD. – Marketing Intern** [2 Months, May '21 - July '21]

CO-CURRICULAR ACTIVITIES

- **UMEED NGO**
 - Took part in Hygiene Awareness and spread awareness for all types of street vendors in our locality in this pandemic, provided them with Suraksha Kit.
 - Took part in 'Knowledge for All' where I taught children of underprivileged areas who came to the NGO and conducted different activities.
- **ROBIN HOOD ARMY**
 - Distributed food and clothes to the poor in Noida
 - Organised the "Thand Se Bachao" drive for distributing quilts and warm clothes to the poor and placed warm beds for street dogs.

ONLINE COURSES

- **MS Excel – Excel beginner to Advance (Udemy)**
- **Google Project Management (Coursera)**
- **BCG Introduction to Strategy Consulting Job Simulation on Forage**

AWARDS & ACHIEVEMENTS

- **Wolf of Wall Street** – A stock trading event held at our college;
- A social entrepreneurship event held at Sri Aurobindo College, DU, where we came up with a sustainable Plant Holders

POSITIONS OF RESPONSIBILITY

- **Member** (Enactus – Sri Aurobindo College, DU) [12 Months, Aug '19 - Aug '20]
 - Worked as the Research & Operations coordinator
 - Assisted in formulating the business model for sustainable growth of the project.
- **Head** (Workshop Committee – Sri Aurobindo College, DU) [9 Months, Aug '20 - Apr '21]
 - Organized 2 workshops for the students of Commerce - One on soft skills and the other on Cryptocurrencies.