

SANSKAR SHRIVASTAVA

600 S. LaSalle St., 905, Durham, NC 27705 | 617.817.4077 | ss669@duke.edu | http://sanskarshrivastava.com

EDUCATION

Duke University, Durham NC

Expected Dec '15

Master of Engineering Management

Coursework: Finance; Management; Marketing; Engineering Entrepreneurship; Science, Tech & Development Policy; Intellectual Property, Law & Entrepreneurship; Competitive Strategies; Operations Management

Major Project:

- Pharmsim Marketing Simulation – Developed marketing strategy raising stock price from \$45 to \$103.8 in 6 weeks

Amrita School of Engineering, Bangalore, India

May '11

Bachelor of Technology in Mechanical Engineering

GPA: 3.9/4.0

Won National Award for best research paper out of 6000 registrants

Major Project:

- Lead Time Reduction in Cupellation Process in Fire Assay (National Award for best research paper)
-

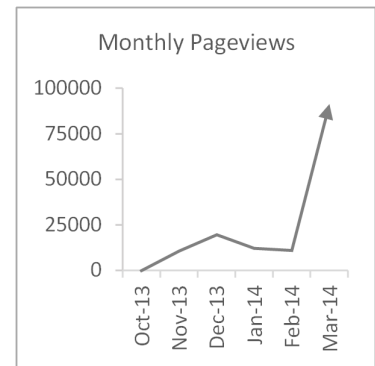
RELEVANT EXPERIENCE

Founder and Chair, The World Reporter (An open international students' journal)

Sep '10 – Present

Honored Best Resource on South Asian affairs by Lund University, Sweden

- Won recognition for the students' journal from national publications and think tanks in Europe, Russia, Ukraine and USA by leading globally diverse cross-functional teams in 11 countries and increased average session duration by 2 minutes
- Reduced bounce rate by 20% by analyzing large data set and streamlining competitive and feedback analysis to implement new features making journal more responsive
- Increased returning visitors by 30% by driving business improvements with PHP and XML enhancements to customize user experience
- Raised marketing ROS up to 19% in 2014-15 and sold ads over \$5000 by spearheading product marketing strategies and scoring leads with Fortune 500 firms
- Drove traffic from 100 to 3000 pageviews a day by performing qualitative analysis to develop search engine and social media optimization strategies (Google PR 4)
- Led profits up by 100% by using financial models and analyzing demography and performance to optimize the costs spent on advertisement using Cost Per Click model



Systems Engineer, IBM, Bangalore

Jul '11 – Apr '13

Awarded second prize internationally for presenting a Business Model on Health Reimbursement Account at IBM Healthcare Sharenet 2012

- Led and collaborated with cross-functional teams, gathered requirements, planned the project scope and project timelines in the agile framework leading the Software Development Life Cycle on IBM AS400 servers for clients in PBM industry.
 - Improved usability and reduced system time by 15% by implementing enhancements using RPG language and Synon tool
 - Reduced turnover time by 66% by engineering automated process to run batch claims on cloud server
 - Maintained timely deliverables at 100% by analyzing account metrics to facilitate risk management and status reporting
 - Mentored 10 new team members, helping them understand two tools and five processes
-

LEADERSHIP EXPERIENCE

Board Member, Creative Communications Committee

Jan '15 – Present

- Leading development and content management for official MEM Program Development Committee's website

Founding Member, Duke Russian Conversation Club

Aug '14 – Present

- Brought more than 20 students with Russian language skill together in weekly gathering to practice language, promote networking and Russian culture at the university.

Member, Duke MEM Career Development and Alumni Relations

Aug '14 – Jan '15

- Gathered requirements and developed new official website for MEM Program Development Committee

Volunteer Work – Funded annual fees of two high school students in an Indian central school in Delhi in 2014. Helped construction of 100 houses for Karnataka flood victims in 2010 and enrolled 200 students for free education program in 2009 at Mata Amritanandamayi Math, India.

TECHNICAL/LANGUAGE SKILLS

Programming Skills: C, C++, PHP, SQL, DB2, RPG, Synon, Agile Software Development

Analytical Skills: R, Data analytics, Financial Modelling, Evaluation Modelling, Excel Modelling, Lean Six Sigma

Tools: Asana, Salesforce.com, MATLAB, WordPress, SolidWorks, AutoCad, Office 365, SharePoint, MaxCDN