

RAJ CHAUDHARI

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SUMMARY

Final semester MBA student (Marketing major, Business Analytics minor) with hands-on experience in startup evaluation, market research, and innovation ecosystem operations. Evaluated 50+ startup pitch decks assessing business models, market potential, and scalability for acceleration programs. Supported investment-related activities and ecosystem partnerships during Startup Conclave 2025. Currently building foundational understanding of startup finance and unit economics. Seeking entry-level roles within accelerators, incubators, funds, or structured innovation ecosystem bodies to build a long-term career in the venture capital and startup investment ecosystem.

EXPERIENCE

Market Research and Media Intern

i-Hub Gujarat, Ahmedabad

August 2025 - December 2025

- Evaluated **50+ startup pitch decks** assessing business models, market potential, and scalability for acceleration programs.
- Conducted **competitive analysis and market research** to shortlist high-potential startups for iHub Gujarat's screening process.
- Assisted the Investment Team during Startup Conclave 2025 by coordinating MoU signings and cheque exchanges with ecosystem partners and startups.
- Managed social media accounts and created engaging content including captions, event reports, and promotional materials.

Digital Marketing Intern (SEO)

Bacancy Technology, Ahmedabad

May 2025 - July 2025

- Conducted keyword, traffic, and performance analysis using Google Analytics and Search Console to support data-driven digital decisions.
- Assisted in SEO blogs and reporting, gaining exposure to analytical workflows in a technology services environment.

PROJECT

Personal Portfolio Website: rajchaudhari.in

- Developed and maintained a personal portfolio website using WordPress, showcasing my skills, projects, and achievements.
- Designed and implemented a user-friendly interface to highlight my work in app development, and academic projects.
- Regularly update the website with new content, ensuring it reflects my latest accomplishments and skills.

A Comparative Study of Organic vs Paid Digital Marketing Strategies in Startups (SIP Project)

- Conducted an academic research study on the use of organic and paid digital marketing strategies by startups in Ahmedabad
- Collected and analyzed data using Google Forms, SPSS, and Excel
- Compared reach, cost efficiency, engagement, and conversion outcomes to derive actionable business insights
- Presented findings and recommendations aligned with startup budget constraints and growth objectives

EDUCATION

MBA - Marketing (Major) & Business Analytics (Minor)

DPPG, B.K. School of Professional and Management Studies • Ahmedabad, Gujarat • Expected Graduation: June 2026

ATHLETIC ACHIEVEMENT

Gujarat Cricket Association

- Represented Gujarat Cricket Association as professional cricketer in **Cooch Behar Trophy**.
- Demonstrated discipline, strategic thinking, teamwork, and performance under high-pressure competitive environments while balancing academics.

CERTIFICATIONS

Generative AI Mastermind – Outskill x MoneyControl

- **Excel Skills for Business: Essentials** – Macquarie University (Coursera)
- **Foundations: Data, Data, Everywhere** – Google (Coursera)
- **Data Analytics and Visualization Job Simulation** – Accenture North America (Forage)
- **Data Visualisation: Empowering Business with Effective Insights** – TATA Group (Forage)

SKILLS

- **Business & Investment-Oriented Skills:** Startup Evaluation & Pitch Deck Analysis, Market Research & Competitive Analysis, Innovation & Startup Ecosystem Operations, Report Writing & Presentation
- **Data & Analytical Tools:** Microsoft Excel (Intermediate), Google Forms, SPSS (Academic Exposure), Google Analytics (Basic)
- **Professional Skills:** Stakeholder Coordination, Strategic Thinking & Planning, Attention to Detail, Fast Learning & Adaptability, Time Management & Multitasking, Quality Assurance
- **Tools & Platforms:** Microsoft, Google Suite, WordPress