

HARSHIT SONI

Lucknow, IN | P: +91 8543028268 | harshitsoni027@gmail.com

EDUCATION

NATIONAL INSTITUTE OF TECHNOLOGY KURUKSHETRA

Bachelor of Technology

Major in Electrical Engineering;

Cumulative GPA: 8.53/10;

Relevant Coursework: Circuit Networks; Electrical Machines; Power Systems; Electronics; Control Systems

Kurukshetra, HR

Jul 2019 - May 2023

RANI LAXMI BAI MEMORIAL GROUP OF SCHOOLS

Higher Secondary (Class X- 95%; Class XII- 89%)

Lucknow, UP

May 2016 -Jul 2017

INTERNSHIPS

PREGRAD

Business Development Manager

Noida, IN

Jan 2022 – Jun 2022

- Did Lead generation, direct marketing, exhibition, other promotional events & market research to find new potential.
- Preparation of sales funnel, to build and increase sales by contacting and building relationships with the new and existing clients.
- Competitive analysis, working closely with marketing, sales and the product team to explore new business strategies.

IFORTIS WORLDWIDE

Corporate Ambassador

Bangalore, IN

Jun 2022 – Aug 2022

- Develop social media strategies based on evolving metrics, client feedback and implement product marketing campaigns for clients.
- Measure the conversion rates and other metrics for ongoing campaigns. Managed public relations and build customer data base.

PROJECTS

INTRODUCTION TO STRATEGY CONSULTING(Boston consulting Group)

Jun 2023- Sep 2023

- Forming strategies
- Creating new boxes

HALF AND FULL WAVE RECTIFIER

May 2020

- Designed half and fully wave rectifier using transformers to convert AC to DC.
- Logic gates of AND & OR were used in connections with diodes to check the outputs.

POSITION OF RESPONSIBILITY

ELECTRORECK SOCIETY

Head of Management Committee

Sep2019–May2023

- Successfully managed events in technical fest TECHSPARDHA, Event head of UPSC for two consecutive years.
- Member of organizing team of Director's Trophy.

FINE ARTS CLUB

Club Member

Sep2019 –Jun2020

- Contributed my creative skills, managed in-club events of cultural fest CONFLUENCE.

ADDITIONAL

Skills: Electricals, Business Analytics, Research & strategy, CRM, Digital Marketing, MySQL, MS Office, Content writing.

Languages: Fluent in English & Hindi.

Certifications & Training: Industrial Electrical Equipment (Siemens), Public Relations (Brentwood College UK), AMCAT.

Soft Skills: Leadership, Problem solving, corporate communication, work ethic, planning.