Raunak Srivastava

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EXPERIENCE

Riya Advisories-Danke Group   Vadodara, GJ | July 2025 – Present
Project Manager and Marketing Associate
- Managed consulting and execution support for **Waaree's substation project**, ensuring timely delivery, regulatory compliance, and coordination with EPC and utility partners.
- Led consulting operations for **Amul's high-voltage electrical infrastructure**, managing site coordination, technical documentation, and interface with engineering teams.
- Oversaw project consulting for **Zydus's power distribution setup**, aligning design approvals, contractor management, and quality checks across the project lifecycle.
- Directed execution-level consulting for **KEC International's substation and industrial power systems**, providing strategic input on design compliance, vendor engagement, and on-ground implementation.
- Acted as a liaison between clients, contractors, and regulatory bodies to drive seamless execution and reduce delays.

Through Black-Danke Group   Vadodara, GJ | Aug 2024 – Present
Strategic Engine – Marketing & Operations (Assistant to CEO)

- Independently managed **8+ client accounts** at **ELECRAMA**, India's largest electronics expo; ensured **100% on-time delivery** across design, logistics, and execution.
- Led branding and marketing for **India's largest transformer manufacturing company**, driving digital presence and visibility.
- Worked closely with the **CEO PR team of India's largest business conglomerate**, supporting strategic communication, branding initiatives, and content planning.
- Handled marketing strategy and **LinkedIn content creation** for one of **India's leading Aerospace & Defence (A&D) companies**, enhancing their social media presence and thought leadership.
- Conducted discovery sessions to convert business needs into actionable design and marketing plans.
- Executed **10+ performance marketing campaigns**, increasing ROI by **20%** through precise targeting and optimization.

Bharat School E-learning   Gurugram, Haryana | April 2024 – June 2024
Trainee software developer
- Developed and maintained an admin panel for a quizzing component using React and Spring Boot.
- Conducted user research and usability testing to improve the interface, resulting in a 30% rise in satisfaction.

Techno Sapphire Research   Noida, UP | January 2023 – March 2023
Trainee software developer
- **Developed responsive and interactive websites** using React, Node, and SQL Server, enhancing client interaction by 25%.
- **Led the UI/UX design process**, from creating wireframes and prototypes to final implementation, improving user engagement and reducing bounce rates by 15%.

Banaras Locomotive Works,   Varanasi, UP | June 2022 – July 2022
Intern
- **Utilized data analytics tools** to analyze billing systems, optimizing processes and reducing costs by 15%.
- **Conducted market research** to identify opportunities for process improvements and new product features, contributing to a 10% increase in operational efficiency.

EDUCATION

Kamla Nehru Institute of Technology, Sultanpur, Aug 2019 – June 2023
Bachelor of Technology in Information Technology

TECHNICAL SKILLS & TOOLS
- **Design Skills:** User research, Usability testing, Wireframing, Prototyping, Interaction design, Visual design, Design thinking
- **Tools:** Adobe XD, Figma, Sketch, InVision, Balsamiq, Axure RP, Photoshop, Illustrator, Marvel App
- **Development Skills:** HTML, CSS, JavaScript, React
- **Consulting:** Client Communication, Strategic Planning, Business Analysis, Problem Solving, Stakeholder Management, Workshop Facilitation, Presentation Skills.
- **Marketing:** Brand Strategy, Content Marketing, Social Media Marketing, SEO/SEM, Email Marketing, Campaign Management, Market Research, Performance Analytics
- **Other Skills:** Data visualization, Data analysis, Agile methodologies, Cross-functional collaboration

EXTRACURRICULAR ACTIVITIES
- **Annual Sports Events:** Orchestrated annual sports events, ensuring smooth logistics and participant coordination.
- **Virtual Technical Training:** Spearheaded virtual technical training sessions, enhancing student engagement.
- **Quizzing Fraternity:** Led the quizzing fraternity, fostering intellectual curiosity and knowledge exchange among members.