



SUSHANT KUMAR

MALE, 23 YEARS

EDUCATION

Degree/ Certificate	Institute/ School	Year	GPA / %
FPM (Marketing)	IIM Lucknow	2009-13	
B.Tech., ECE	Guru Gobind Singh Indraprastha University, Delhi	2004-08	81.43%
CBSE 12 th	Laxman Public School, Delhi	2002-04	87.60%
CBSE 10 th	Laxman Public School, Delhi	2000-01	77.60%

ACADEMIC ACHIEVEMENTS

- 2nd position in B-tech (Electronics and Communication) in Guru Tegh Bahadur Institute of Technology among 66 students.
- 2nd position overall in school in class XIIth among 90 students.

INTERNSHIP

Company Name	Year	Position	Product/Division
IBM Research India	April 2010 - May 2010	Intern	Business Development

Roles and Responsibilities

- Created Go-To-Market strategy for a Social Media Technology at IBM Research
 - Suggested improvements in Technology based on research data that would increase revenues by 7.3%
 - Suggested a new category for targeting Social Media technology by expanding the target market and creating a new value proposition
- Studied market for 'Spoken Web' (A national award winning technology)
 - Studied the Mobile Value Added Services market in India by conducting a research of over 50 companies

CURRENT RESEARCH PROJECTS

- Study of the effects of Computer Mediated Communication and Social Media usage on Relationship Quality and Subjective well being (Oct-Dec'10)
- Study of loneliness in adults and its role Social Media Usage (Nov-Dec'10)
- Study of Allure of Social Media and extending the Technology Acceptance Model (Davis, 1986) to Social Media (Dec'10)
- Role of Self Disclosure and intimacy in facilitating Social Media usage (Sep'10)

PROFESSIONAL EXPERIENCE

Company Name	Year	Position	Product/Division
Tata Teleservices Ltd	June 2008 - Oct 2008	Graduate Engineer Trainee	Operation and Maintenance (Switch)

Roles and Responsibilities

- Monitored and Analysed critical network traffic reports at switch level for optimal utilization of network.
- Assisted in switch level acceptance testing process between MTNL and Tata Teleservices Ltd (Aug'08-Sep'08)

PROJECT WORK

- Won the project for "Research on the advertising campaign of HCL ME laptops" sponsored by HCL. (Nov'10).
- Research on current "Perception of Full Touch Full Qwerty phones among Indian B-School Students". (Sep'10)
- Research on "Gas Market in India and Market Research Design for Gas Marketing by ONGC", IIM Lucknow (March'10)
- Analysis of "Distribution system of VIP Alfa", IIM Lucknow (Feb'10)
- Analysis of "Relative performance of public and private sector in the Telecommunications Industry", IIM Lucknow (Sep'09)
- Analysis of "Health hazards of stress and its role on productivity", IIM Lucknow (Sep'09)
- Completed B.E. project, "Mobile Data Acquisition System" (Jan'08 to May'08)
 - Given a seminar on "Future of Embedded systems".
- Created architecture of "Efficient testing of PCB through graphical interface" SGS Teknics Pvt Ltd (June'07-July'07)

POSITIONS OF RESPONSIBILITY

- Conceptualized and managed the launch of a website on giving **information on simplification of the Right To Information Act** and its use in collaboration with an NGO (Aug'10)
- Coordinated **AIDS Awareness campaign** with UP State Aids Control Society at INDEX'09 (Nov'09)
- **Placement coordinator** in Training and placement cell of college (June'07 - June'08)
- **House captain** and **student council member** in school (March'03-March'04)

EXTRA – CURRICULAR AND ACTIVITIES AND ACHIEVEMENTS

- **Secured 1st position in Entrepreneurship quiz** by Faculty of Management Studies, Delhi University (February'10)
- **Judged** Shipwreck competition at Dr RML National Law University (Sep'09)
- **Secured 1st position in B-plan competition** at GTBIT Annual Technical Event For Creative Souls 2K7 (March'07)
- Theatre**
 - **Initiated** street theatre in college (Sep'04)
 - **Awarded second prize** in street theatre under **Delhi School's literacy project**
 - **Street theatre society** member in school (1998-2003)
- Blogging**
 - My blog (**Domain of Hope**) features in **most popular blogs of India** (General Category, Rated by Digital Inspiration)
- Literary**
 - **Editorial board member** of school magazine (The New Horizons) and college magazine (Noor)
 - **Co-Author of a Book** on Poetry

OTHER INTERESTS

- Composing Poems (**Co-Authored a book** on Poetry, Published on my Blog and student journals)
- Playing Chess