



YUVRAJ KATARIA

MBA | 2025-27

ACADEMIC QUALIFICATIONS			
Year	Qualification	Institute	%/CGPA
2025-27	MBA	Indian Institute of Management (IIM), Rohtak	–
2022-25	BBA	Indian Institute of Management (IIM), Rohtak	83.20
2020-21	Class XII (CBSE)	Springdales School, Dhaula Kuan	97.00
2018-19	Class X (CBSE)	Springdales School, Dhaula Kuan	95.66
INTERNSHIPS			
Property Spotters		Business Development & Marketing Intern	Apr,2025 - May,2025
- Established Property Spotters’ digital presence across Instagram, LinkedIn, WhatsApp, & email through strategic content initiatives - Designed and published 25+ social media creatives, resulting in a 3x rise in organic engagement and profile traffic - Coordinated listing performance on Housing.com, optimized listing titles, thumbnails, and pricing display for higher inquiries			
LIVE PROJECTS			
Product Management Intern, Enrichmentors		- Reviewed course product as consumer, recorded observations & challenges faced Prepared marketing strategy, and detailed report to generate more revenue - Conducted & presented SWOT analysis; market analysis; competitor analysis - Developed LinkedIn marketing strategies using engaging carousels & posts	2024
Research Intern, EY		- Researched comprehensively on Oil & Gas GCC Presence in India and its impact - Analysed industry trends, regulations, India’s energy needs, and future goals - Identified & assessed market dynamics, competitive landscape, emerging trends - Assessed the benefits and challenges of GCC presence in India's energy sector	2024
Social Intern, Swashrit Society		Led 10-person team for mental health campaign, created proposals for social media Designed, observed & reported on mental health sessions for patients & clients - Taught Maths, English & Arts to underprivileged children in daily sessions - Created Social Media posts for Happiness Studio to create mental health awareness	2023
General Manager, ValueChaze		Generated leads through Cold Emailing, Cold Calling and Cold Messaging - Pitched initial pitches to 40+ potential clients, scheduled meetings with sales leaders Compiled and maintained comprehensive sales database of 200+ potential clients - Worked closely with founder to understand ways to develop business opportunities	2023
ACADEMIC PROJECTS			
Indian Institute of Management Rohtak		- Prepared quantitative study on "Merger & Acquisition in Indian Banking Sector” Applied hypothesis testing to compare pre- & post-merger performance - Conducted a comparative analysis of financial ratios over a ten-year period	2024
POSITIONS OF RESPONSIBILITY			
Executive Member, Organon The Analytics Club		Enabled 35+ virtual and offline events promoting data literacy & applied analytics Facilitated 25+ live projects, linking students with firms for hands-on exposure - Coordinated structured knowledge sessions on cutting-edge technologies & tools - Scaled club impact via curated publications on analytics in business decision-making	2025
CoFounder & Core Member, Youth Entrepreneurship Society		Formed entrepreneurship society in school for students interested in startups Developed strategic initiatives to promote entrepreneurial thinking in students - Hosted guest lectures & panel discussions featuring successful founders	2020-21
ACHIEVEMENTS & EXTRA-CURRICULARS			
Achievements		- Recipient of School Special Award for Topper of Commerce Stream - Recipient of SPS Special Award "Optimism, Pragmatism & Devotion to Work" - Won 15+ Trophies in Lawn Tennis at State and District Level	2020 2020 2017
Competitions		Won National Level Finance Based Case Competition organized by IIM Raipur Won B-Plan Competition at Ecomforum held at Amity International School Won B-Plan Competition held by Geek-a-Hertz Annual Inter School Tech Fest	2024 2020 2020
Certifications		- Design and Develop Customer Value Proposition, Udemy - Fundamentals of Digital Marketing, Google Digital Garage - Business Data Analytics, Internshala Trainings	2024 2023 2023
Others		- Volunteered as scribe for specially abled student in Class 10 and 12 CBSE Boards - Won Academic Performer of the Year (>95%) for 12 years (Std 1 - Std 12) Professionally Trained in Lawn Tennis for 16+ years till State Level	