MCC BOYD TANDON SCHOOL OF BUSINESS

SANJAY R

P.G.D.M. - Marketing , Operations and Supply Chain Management

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EDUCATION

MCC Boyd Tandon School of Business 2025 - 2027

P.G.D.M. - Marketing , Operations and Supply Chain Management | CGPA: **5.72** / **8**

Hindustan Institute of Technology and Science, Chennai 2021 - 2025

B.Tech. - Computer Science & Engineering (Full Time) | CGPA : **7.46** / **10**

Zion Matriculation Higher Secondary School 2021

12th | TNBHSE | Percentage: **82.60** / **100**

Zion Matriculation Higher Secondary School 2019

10th | Percentage: **76.40** / **100**

INTERNSHIPS

Vectra Automation 04 May, 2026 - 04 Jul, 2026

Marketing Trainee

- Supported digital marketing and brand-visibility initiatives through posters, promotional content, blog writing, and website content/design assistance.
- Conducted competitor analysis and TAM, SAM, and SOM market sizing to support strategic business planning.
- Led B2B lead-generation initiatives using Apollo, building and managing databases of C-suite, VP, and Director-level automation professionals across Asia and Europe.
- Executed personalized, AI-assisted email outreach campaigns to engage prospects and support business-development efforts.

Adrig AI Technologies Pvt. Ltd. 10 Nov, 2025 - 30 Mar, 2026

Business Developer Intern

- Supported business development initiatives through market research, lead generation, client communication, and strategic outreach.
- Conducted market research to identify potential business opportunities and support growth strategies.
- Assisted in lead generation and prospect engagement to strengthen the company's business pipeline.
- Collaborated with cross-functional teams to identify growth opportunities and strengthen client relationships.
- Consistently completed assigned responsibilities within deadlines while maintaining quality and professionalism.
- Demonstrated strong communication, analytical, and teamwork skills throughout the internship.
- Recognized for excellent performance, professional conduct, and effective contribution to business development activities.

KAIKODUPPOM OLD AGE HOME & CHARITABLE TRUST | NGO / Social Services 22 Dec, 2025 - 19 Jan, 2026

Marketing Internship

- Completed a social immersion programme at an NGO focused on elder care and community well-being.
- Designed and conducted engagement-based activities to support the emotional well-being and cognitive engagement of senior citizens.
- Gained practical exposure to ethical, human-centric management practices in a non-profit environment.
- Strengthened empathy, interpersonal communication, and leadership sensitivity through direct community engagement.

PUMO TECHNOVATION INDIA PVT. LTD. 10 Aug, 2023 - 30 Aug, 2024

DATA SCIENCE & ANALYTICS INTERN

- Developed practical skills in data processing, analysis, and model evaluation.
- Collaborated with a team to develop and implement machine-learning algorithms.
- Contributed to model optimization through preprocessing and algorithm-selection techniques.

ACHIEVEMENTS

- Contributed to the deployment of a machine-learning model for real-world application.
- Improved model accuracy through preprocessing optimization and algorithm selection.

POSITIONS OF RESPONSIBILITY

SPONSORSHIP TEAM

- Contributed to sponsorship planning and execution, helping secure **4 lakh in funding**.
- Maintained sponsor relationships and coordinated fulfilment of branding commitments.

EVENT COORDINATOR

- Coordinated the planning and execution of college events, ensuring smooth on-ground operations.
- Managed event schedules, logistics, and volunteer coordination.
- Acted as a liaison between faculty, the core committee, and participants.
- Ensured events were conducted on time and within planned resources.