

JAY KANAKEYA

XLRI Jamshedpur | Business Management (Finance & Marketing) | 2016-18

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Business Development | Wipro PPO | HUL IT PPI | IT Reboot - National Winners | Google Ads, Analytics & SQL Certified

TOTAL WORK EXPERIENCE (36 Months)

Sr Executive – **Business Development** Wipro Technologies Ltd Jun'18 - Current

Tarang Labs is Wipro's Product Compliance & Certification Facility for electronic products & software applications

- Working in Tarang Labs to develop business in new and existing accounts via passive nurturing & active prospecting
- Responsible for delivering committed revenue targets in a highly competitive market with multiple global players
- Engaging with a diverse set of customers across Defense, Automobile, Aerospace, Healthcare, IT & Manufacturing
- Involved in multiple pre-sales deals including capability mapping, architecture, project plan, budgeting and pitching
- Planning & Executing **Demand Generation** through Events, Google AdWords, LinkedIn Campaigns, Partnerships, etc.
- Market Research & Analysis including financial planning, GTM Plan, project management to set up potential new Labs

Pre-Sales Consultant Wipro Technologies Ltd (Internship) Apr'17 – Jun'17

- Performed market study for a major automotive manufacturer for a potential deal size of **\$1 million**
- Awarded a **Pre-Placement Offer (PPO)** from Wipro for outstanding work in OEM Market Study
- Recommended Action Points for Wipro Automotive Team for targeting new trends & opportunities

Software Developer Great Software Laboratories Dec'15 – May'16

- Worked on a large video surveillance product as a Software Developer to create new features, resolving bugs and testing
- Employed the latest front-end technologies to create graphs, visualizations & streaming players

Front End Developer Sokrati Private Technologies Jun'14 – Aug'15

- Worked in the capacity of **Front-End Developer** for Sokrati, a digital marketing firm which got acquired for 600 cr in '16
- Developed applications for ecommerce platforms for Magento, Shopify & BigCommerce as part of Shops Team
- Responsible for Development, Integration, Testing, Deployment & Monitoring of Shops (A platform to manage Ads)

SOFTWARE DEVELOPMENT

- National Winners of HUL IT's Case Study Competition winning Rs. 1.5 lakh and PPI from HUL 2017
- Developed a **Machine Learning Algorithm** on TensorFlow to identify the type of plastic of HUL Products 2017
- Won a case study competition by solving a **Big Data** challenge organized by Ugam Analytics 2017
- Owner of 5 websites on web development with **5M+** Pageviews along with a total of **24K+** twitter followers 2016
- Guest Speaker at an International Web Design Conference jQueryConf attended by 298 delegates 2016
- Developed a jQuery plugin with more than **100+** stars to transform a select box to a popover system 2015
- Skillset: Python, Ruby, Angular-js, React-js, Node-js, Photoshop, After-Effects, MS Office, HTML5, CSS3 2015

Degree	Board	Institute	%/CGPA	Year
PGDBM	XLRI Jamshedpur	XLRI Jamshedpur	5.59/8	2018
B.Tech	Pune University	Vishwakarma Institute, Pune	8.44/10	2014
Class XII (HSC)	Maharashtra State Board	S.M.Choksey High School, Pune	85.17%	2010
Class X (SSC)	Maharashtra State Board	Muktangan English School, Pune	87.69%	2008

CO-CURRICULAR & EXTRA-CURRICULAR ACTIVITIES

Certifications	<ul style="list-style-type: none">○ Currently pursuing Andrew Ng's course on Machine Learning & Artificial Intelligence in Coursera○ Awarded Certifications in Google Analytics, Google Ads and Inbound Marketing from HubSpot○ Certified in SQL by completing Udemy's 'SQL Bootcamp' to write complex queries to any DB	2018 2019 2019			
Sports Analytics Live Project	<ul style="list-style-type: none">○ Created a Dashboard with insights & analytics to predict cricket match results○ Exhibited exceptional big data extraction & cleaning skills from historical cricket statistics	2016			
Sports & Adventure	<ul style="list-style-type: none">○ Chosen as Vice-Captain to lead the Badminton Team at XLRI Jamshedpur for all competitions○ Winner in Badminton, Valhalla, XLRI's cultural & sporting event played between 7 B-school teams○ Successfully completed the 'Rupin Pass' Trek Expedition with an altitude of 15,350 feet in 6 days	2017 2016 2016			
Ensemble-Valhalla, XLRI	<ul style="list-style-type: none">○ Organized XLRI's annual fest with 10k+ footfall, 50+ events, 4 pro-shows and budget of 60+ lakhs○ Head of the creatives team which planned, designed & executed festival branding inside campus○ Elected as 1 of 17 Core Team Member of Ensemble-Valhalla Core Team out of 326 aspirants	2017			
Contact	LinkedIn	Twitter	GitHub	Email	