

SIDHANT BISHNOI

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📍 New Delhi

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PROFESSIONAL SUMMARY

MBA candidate at BITSOM with experience across **campaign execution, marketing operations, stakeholder management, and audience engagement**. Proven track record in managing large-scale campaigns, coordinating cross-functional teams, and **driving customer engagement through data-driven marketing initiatives**.

PROFESSIONAL EXPERIENCE

National Stock Exchange (NSE), HR Intern (Summer Internship) 04/2025 – 05/2025 | Mumbai
- Conducted research and benchmarking across 30+ organizations to support retention strategy and engagement initiatives.

Clifford Chance Business Services, Events Specialist 12/2023 – 06/2024 | Gurugram
- Executed multi-channel marketing campaigns for the Fintech Festival, driving **1100+ participant registrations** and engagement.
- Managed communication workflows for **18,000+ users through audience segmentation**, email marketing, and campaign coordination.
- Maintained campaign trackers and engagement reporting to monitor execution timelines and audience performance.
- Coordinated campaign execution with **46 global fintech leaders** and cross-functional teams to ensure seamless go-live delivery.
- Increased social media engagement by **30% through campaign optimization**, audience-focused messaging, and content planning.

Infosys BPM, Process Specialist (Talent Acquisition) 12/2021 – 06/2023 | Bengaluru
- Managed end-to-end recruitment campaigns for niche technical hiring across multiple business requirements.
- Reduced process turnaround time by **30% through workflow optimization**, proactive coordination, and stakeholder management.
- Maintained a **90% offer acceptance rate** through improved engagement communication and structured follow-up processes.
- Increased diversity hiring by **50%** through targeted sourcing campaigns and digital outreach initiatives.
- Built and maintained candidate tracking pipelines to ensure **100% closure** of open requirements within timelines.

Sobek Guarding Pvt Ltd, Manager, Business Development 05/2021 – 12/2021 | Bengaluru
- Generated **₹20 lakhs in revenue by converting 100+ qualified leads** through targeted outreach strategies
- Secured Razorpay as a key client, contributing **₹7.5 lakhs in revenue** through strategic client acquisition
- Leveraged lead generation and conversion tactics to drive consistent business growth

Naukri.com, Associate Senior Executive (Direct Sales) 02/2020 – 05/2021 | Noida
- Generated **₹32 lakhs in annual sales**, exceeding targets by **25%**, resulting in an increase in new business
- Sold and trained Naukri services to over **400+ startups/companies** under the Make in India initiative
- Achieved **₹18.1 lakhs - 140% of goal in Q4 2021 sales**, surpassing targets despite pandemic challenges
- Reduced the average sales cycle by **30%, from 20 days to 14**, accelerating significant revenue generation
- Achieved a **60% increase** in lead conversion rate through targeted email marketing campaigns

Neelkanth Drugs Pvt Ltd, Assistant Manager (Marketing) 01/2019 – 02/2020 | New Delhi
- Generated a revenue of **₹75 lakhs** by successfully onboarding **250+ chemist stores** across Delhi-NCR
- **Led a team of 50**, overseeing end-to-end pharmaceutical distribution for timely and efficient delivery

POSITION OF RESPONSIBILITY

Events Committee – BITSOM 2024 – 2026 | Mumbai
- Managed end-to-end event operations, including vendor coordination, budgeting, logistics, and stakeholder management.
- Collaborated with a 12-member team to execute campus-wide events focused on student engagement and community building.

BITSOMxUSC 2024 | Mumbai
- Marketing & ops team core member for the event-themed Digital Excellence Summit
- Emceed the Digital Excellence Summit, hosting industry leaders from Aditya Birla, L&T, Deloitte US, and a cultural segment with Padma Shri Purbayan Chatterjee, engaging 200+ professionals with 100% on-time execution of all sessions by managing end-to-end operations.

TEDxBITSOM – Marketing & Communications Core Member 2024 | Mumbai
- Coordinated with speakers, internal teams, and stakeholders to ensure smooth event execution.
- Supported communication campaigns and participant engagement initiatives contributing to full event occupancy.
- Assisted in planning and executing outreach campaigns across social media and campus channels.

CASE COMPETITIONS

IDFC First Bank Case Competition | National Finalist & PPI 2025 | Mumbai
- Developed a behavioural-fintech banking solution focused on improving customer trust and financial decision-making.
- Designed product strategy, customer journey flows, MVP roadmap, and engagement frameworks to drive digital banking adoption.
- Built features including financial forecasting, dispute resolution tracking, and micro-investment capabilities to improve user retention.

Flipkart Case Competition | National Semi-Finalist & PPI
- Conducted market research through surveys, interviews, and social listening to identify customer pain points and retention drivers in QC.
- Proposed “Flipkart Freshpick,” a hyper-personalized quick-commerce solution with loyalty programs and regional personalization features.
- Built customer personas, retention frameworks, GTM strategy, rollout roadmap, and unit economics model to drive engagement and revenue.

EDUCATION

MBA – Marketing & E-Commerce, BITS School of Management (BITSOM), Mumbai 2024 – 2026 | Mumbai
3.1/4 GPA

B.Com (Hons), Amity University, Noida 2015 – 2018 | Noida
7.5/10 CGPA