

ABHIVIRAJ GOEL

19B Ahuja Towers, Prabhadevi - 400050, Prabhadevi road, Mumbai 400025, India
Tel no.:+9162370039; Mobile no.: 8657598218; Email:abhiviraj.g@gmail.com

EDUCATION

Dhirubhai Ambani International School , Mumbai, India;	2010-Present
- International Baccalaureate Diploma Program, Grade 11,12;	2022-Present
- Cambridge IGCSE Board Examinations, Grade 10;	2019-2022

STANDARDIZED TESTS

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| • SAT: 1490 (Reading + Writing: 720; Math:770) | 2023 |
| • IELTS: 8.0/9.0 | 2023 |

ACADEMIC HONORS AND AWARDS

<u>School:</u>	
Subject Achievement Award In English and Chemistry in Grade 11	2023
Subject Effort Award in Spanish in Grade 11	2023
Subject Achievement Award in 8/11 subjects in Grade 10	2022
8A*s in IGCSE Board Examinations	2022
Distinction in all IGCSE term report cards(8-10)	2019-2022
Honour role in Grade 9,10	2019

International:

World Economic Cup: Top 10 National/Regional Award, Gold Medalist	2023
JohnLocke Essay Writing Competition for Economics: Commendation (awarded to top 4% of 20,000), Invited to Oxford for dinner	2023
Special award at the CERN "Beamline For School (BL4S)"	2022-2023
International Business Olympiad: Aggregate Bronze Award	2023
University of Melbourne Faculty of Business and Economics - India Competition: Awaiting Results	2023

RESEARCH

Research Paper: "Entrepreneur's guide to making a successful business deck" under the guidance of Professor Wanyu Li from McGill University.	2021-Present
• Analysed 30 business decks to rank them vis a vis external and internal factors: Human Resources, Operations, Competition, market potential and aesthetic appeal	
• Presented the findings of the research and concluded that a founder must lay greater emphasis on Operations to secure an investment	
• The research paper has been sent for publishing to various international business journals	

Extended Essay (English) in the milieu of business marketing, "How does Season One of "Drive to Survive," employ techniques that sensationalised the mental fortitude prevalent in the drivers to shape the viewing experience of new audiences and influence their engagement and fandom with the sport?"

BUSINESS EXPERIENCES

<u>Entrepreneurial:</u>	2021-Present
Campus Active Footwear, Delhi, India (www.campusshoes.com)	2023

Campus is India's largest sports and leisure footwear brand in terms of value and volume in 2023. The revenue for the year 2023 stood at USD 150 million and a market share of approximately 25%.

Summer intern under Mr. Chandresh Sharma, head of product development

- Developed a new footwear range centred around Artificial Intelligence
- Coined the name "Vibe" for the new range
- Played a key role in the product development process from design conception, material selection and costing
- Formulated a marketing strategy and a launch plan including the ad campaign and preliminary consumer research
- Selection of two designs of the "Vibe" range by the Company with a production plan of 5,000 units each

Internships:

BookMyShow, Mumbai, India (https://in.bookmyshow.com/)	2023
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BookMyShow, the dominant ticket booking aggregator platform, commands a substantial market share of the entertainment industry, facilitating seamless events and cinema ticket bookings across platforms

Summer intern under Mr. Pratik Sapra, head of the business development, live entertainment

- Serviced new clients who were onboarded on the platform by understanding the nature of the live event
- Suggesting marketing ideas and campaigns to promote the event before going live
- Set process to reduce the friction between the operations and the content team, leading to a superior user and client experience

Raising Superstars, Mumbai, India (<https://raisingsuperstars.com/>)

2022

Raising Superstars, a dynamic Learning and Development platform for young children. The platform offers tailored programs to parents to nurture their children's skills. A recipient of India's Shark Tank Program.

Shadowing Mr. Raghav Himatsingka, Founder of Raising Superstars

- Devised email campaigns for optimal user engagement
- Collaborated with the marketing team to analyse over 250 competitor advertisements on Facebook Ads
- Presented findings on the key hooks for an effective campaign and implemented the same
- Reduced the customer acquisition cost to Rs 900 from Rs 1200 per customer by the email and the new advertisement campaign

LEADERSHIP

Student Council, House Sports Captain, Dhirubhai Ambani International School

2022-Present

- Led the house with 450+ students, organising 30+ sporting and cultural events
- Created diverse teams, fostering inclusivity and teamwork, from different year groups and inculcated the house and the school spirit
- Liaised with faculty, staff, and student bodies to facilitate smooth operations of events
- Mentored and guided junior students to participate in the events, instilling leadership skills and responsibility for the house and the school

Cricket Team Captain, Dhirubhai Ambani International School

2018-Present

- Led and motivated a team of 20 players to the finals of the prestigious Bombay Gymkhana Tournament showcasing exceptional leadership and teamwork skills
- Coached the team and advanced to the quarterfinals of the Mumbai School Sports Association (MSSA) tournament, exuding a deep passion for the game
- Implemented a rigorous training regime, conducting three intense practice sessions per week and setting the discipline

TEDx Administration HEAD, Dhirubhai Ambani International School

2022

- Led a team of 10 in the Annual DAIS@TEDx event held in the school
- Conducted effective communication with event speakers, nurturing collaborative relationships and ensuring their readiness for the TEDx event
- Followed the TEDx guidelines in all aspects of event planning and execution

CRICKET ACHIEVEMENTS

2012-present

Prestigious Certificate Of Felicitation, Dhirubhai Ambani International School

- Awarded to individuals who have excelled in a particular field of sport by the School
- Man of the Tournament - Bombay Gymkhana Inter School Tournament
(<https://cricketgraph.com/dhirubhai-ambani-march-into-final-of-bombay-gymkhana-interschool-tournament20/>)

Selection for International School Sports Organisation (ISSO) Nationals Team (Under 14, Under 17) to play in the SGFI National Games

- Represented ISSO against other State teams in the SGFI national games (<http://www.sgfi.org.in/>)

Selection for MIG Club Cricket Team (National Talent Development)

- Selected for the prestigious sub-branch of MIG, "Kalpvriksh"

Selection for the Bern (swiss) State Team

SPORTS MENTAL HEALTH INITIATIVES

2021-present

- Established and Co-Founded "Anxious Athletes," a platform for uplifting mental health awareness among sportsmen
- Spearheaded the production of a compelling documentary that effectively communicated the platform's mission. It also dwelled into real-life stories of athletes dealing with mental health challenges (<https://www.youtube.com/watch?v=jbJHedBx19o&t=657s>)
- Interviewed Elite Athletes and Olympians for Educational Material
- Authored a comprehensive guidebook based on the insights and knowledge acquired through athlete interviews
- Created a train-the-trainer module to proliferate mental health awareness programs
- Organized and facilitated a series of more than 15 online Zoom sessions, reaching a wide audience of athletes, coaches, and sports enthusiasts.

JOURNALISM

2021-present

Co-Editor in chief, **Insignia - Annual School Magazine**

- Co-led a team of 20, selected and edited content for the magazine including articles and reflections in English, Hindi and Spanish
- Spearheaded the team to revamp the school website, resulting in to a more user friendly and an informative platform
- Actively managed and maintained the school's social media accounts

MODEL UNITED NATIONS

2019- present

Member of DAIMUN (Dhirubhai Ambani International School Modern United Nations) organisation committee

- Attended 7 MUN conferences, Including THIMUN in the Hague, Netherlands (Three as Chairs/presidents, two as deputy chairs/presidents, One as senior admin executive, Two best delegate awards)
- Chaired mock sessions and established a coherent integration of the THIMUN programme into DAIMUN
- Mentored 30+ aspiring sophomore and senior year students for leadership roles

ROUNDSQUARE

2019-2022

Member of the Roundsquare organisation committee in DAIS. Roundsquare in school focuses on empowering the youth.

- Held leadership positions as the Group Leader and Art workshop Leader at METANOIA, the biggest Round Square conference that was organised by DAIS reaching 400 students across 10 countries
- Fostered global connections and cultural understanding by participating in RS postcards held by Doon International School, RealSchule Gut Warnberg (Germany), and Belgrano Day School.

LANGUAGES AND INTERESTS

- Fluent in English, Hindi, Marathi, Spanish
- Keen interest in Reading, Travel, Fantasy sports, Formula 1 and Photography
- Proficient Java Script user - WhiteHatJr. Game Development Course in UI/UX interface