

SAI KARTHIK K A

✉ hello@thesaikatrist.com

in [kasaikarthik](https://www.linkedin.com/in/kasaikarthik)

🌐 www.thesaikatrist.com

Education

National Institute of Technology, Tiruchirappalli

Graduation - May 2022 (Expected)

Degree - Bachelor of Technology

[Electrical and Electronics Engineering – Major](#)

[Management - Minor](#)

CGPA - 8.84/10

Kendriya Vidyalaya, IIT Madras

High School, Computer Science | 2018

Score - 95.8% in Class 12, 10 CGPA in Class 10

Awards and Achievements

International Finalist – Team India

[HSBC APAC International Finals](#) | 2020

• Represented India in the APAC International Finals, alongside 18 other countries, after winning the HSBC National Case Study Contest among 250+ teams

India Top 8 and People's Choice Award

[UNDP's Youth Co: Lab](#) | 2020

• Represented the startup "CemCon" and won India's People's Choice award and made a Top 8 finish in the country among 300+ participants at the United Nations Development Programme's Youth Co: Lab

Global STEM Award & Scholarship Winner

[Western Digital - ISTS](#) | 2020

• Selected as one of the 400 winners around the world, for demonstrated excellence and leadership potential in the chosen domain - technology

All-India Finalist

[Smart India Hackathon](#) | 2019

• Selected as one of the 4 teams among 1000+ submissions for building a smart farm diary app

• Was responsible for building a seamless UI and options to reduce finger taps by 30%, along with market research about farmers

Finalist

[Jitheshraj Scholarship for Promising Freshman](#) | 2019

• Selected as one of the 7 scholars among 900+ potential candidates for exceptional achievements and overall performance in the freshman year at NIT Trichy

Experience

Co-founder and CTO

[CemCon](#) | Oct 2019 – Present

• [CemCon](#) "Carbon Emission Converter" is a product-based startup that can potentially cut down carbon emissions by 10-15% globally, generated from the industries

• CemCon has saved a total of 6 metric tons of carbon emissions worldwide; incubated at UNDP Asia Pacific

Summer Associate

[Indian School of Business \(ISB\)](#) | Apr 2020 – Jun 2020

• Lead the product development for the MVP of A-Typical, alongside contributing to its go-to market strategy

• Curated an online course called "Startup Regulations and Strategy" that was presented to over 500 Yonsei B-School students, and contributed to a product market-fit research

Strategy Consultant Associate

[Value Enablers Academy](#) | Dec 2019 – Jan 2020

• Improved the productivity of the Mono-pole division at Ganges Internationale by 18% in 30 days through Kaizen and 5S workshops towards resource utilization

• Conducted a 3G-OISA workshop to understand the user requirement in 23 parameters, to create financial stability

Digital Marketing and Campus Manager

[The Climber](#) | Jan 2019 - May 2019

• Increased workshop sales by 40% in 5 months with a team of 5 people through localized digital market strategy, alongside creating digital advertising campaigns with a total reach of 70,000 people and 20,000+ target customers

Skills and Certifications

[Programming Languages](#) - C | C++ | Python

[Software](#) - Tableau | MATLAB

[Google](#) - Fundamentals of Digital Marketing 🔗

[IIT Kharagpur](#) - Fundamentals of Machine Learning 🔗

[Wharton Business School](#) - Business Analytics 🔗

[UPenn B-school](#) - Operation Analytics 🔗

Product

Analytics

Strategy

Consulting

Positions of Responsibility (PoR's) and Volunteering

Head of Sponsorships – [TEDxNITTrichy](#) – Local Chapter of the Global TEDx program

• Created the brand presence for TEDxNITTrichy through sponsorships with over 17 eco-friendly, sustainable partners

• Serving as Program Design Volunteer, responsible for enriching the audience experience and managing the event

Brand Manager – [Entrepreneurship Cell, NIT Trichy](#)

• Enhanced social media engagements by 43% by forging associations with startups, MNCs, VCs circles across India

• Was one of the core members responsible for production of the TechStars' Startup Weekend Trichy with 10K+ reach

Marketing Coordinator – [NITTFEST](#) – Annual Cultural Fest of NIT Trichy

• Drafted tailor-made partnership proposals and clinched sponsorship deals worth Rs. 250,000 through market research