

DEEPANSHU KUMAR

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Education

National Institute of Technology, Bhopal

Bachelor of Technology in Chemical Engineering, 8.31 CGPA

August 2023 – May 2027 (expected)

Bhopal, MP

Relevant Coursework

- | | | | |
|--------------------------|------------------------|-------------------|-----------------------|
| • Sales Negotiations | • Data Analysis | • Supply Chain | • SEO, SMM and E-Mail |
| • Tele-Calling | • Marketing Strategies | Management | Marketing |
| • CRM Software operation | • Content Creation | • Lead Generation | |

Experience

Vignam Edu Pvt. LTD. (IIT Roorkee Startup)

Jan 2025 – March 2025

Inside Sales Intern

Remote

- Reached out to coaching centers across India to pitch 3D educational video content for classes 9th–12th in Mathematics and Science.
- Scheduled and coordinated product demo sessions, resulting in increased engagement and product trials.
- Developed persuasive sales scripts and improved product communication for targeted outreach.

Creative Mediapulse Technologies Pvt. Ltd. (Corporate)

June 2024 – December 2024

Business Development Sales Associate

Remote

- Engaged in business development activities for a global media and advertising company with a presence in over 300 locations worldwide.
- Conducted warm calls with potential franchise leads, presenting CMPTL's franchise investment model.
- Maintained CRM records, followed up on leads, and handled objections to close deals effectively.
- Collaborated with senior leadership to refine pitch strategies and improve lead conversion rates.

PLAT Exams Pvt. Ltd. (Startup)

January 2024 – June 2024

Marketing Team

Bhopal, MP

- Contributed to the sales of mentorship and test preparation programs targeted at school students.
- Actively reached out to schools, conducted product briefings, and coordinated exam conduction across multiple institutions.
- Played a key role in expanding outreach and improving student participation in mentorship initiatives.
- Gained experience in education marketing, B2C sales strategy, and on-ground campaign coordination.

Marketing Campaign

Instagram Ad Creation for Susangat Canteen | Brand Storytelling & Social Media Marketing

April 2025

- Developed an advertisement campaign for our college canteen Susangat with its major problem of limited girl customer visits at the canteen.
- Implemented a unique storyline in the ad that the canteen is offering discount only to girls and not boys.
- Linked the story to feminism and male police officers offended and came to arrest the owner. Finally, in the video, the owner agreed to give a discount to the boy also and finally all had a cup of tea.
- The reel got viral in the college and the number of lady customers grew rapidly.

Content Creation | Instagram

2024- Present

- I, myself as a content creator have expertise in niche research and keyword generation so that the content can reach target audiences.

Entrepreneurial Journey

insto QR | Digitalizing the Restaurants

April 2024- Present

- * Built a 15-member team across India to launch a QR-based restaurant ordering platform. Designed and marketed the MVP to early adopters, gaining incubation support. Oversaw branding, product-market fit analysis, and digital outreach strategy.

Awards and Achievements

- * 1st Runner Up at Chem-E-Startup Pitch held on February 5, IIT Kanpur.
- * 1st Runner Up of zonal round of Pitchwave, IIT Guwahati.
- * 1st Runner Up at Case Study Competition organised at E-Summit, NIT Bhopal.
- * Finalist at Bundelkhand Hackathon, Top 10 among 1200 startups of Madhya Pradesh.