Aryan Goel

Roll No: 2023UEC2525
B.Tech - Electronics and Communication Engineering
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Education

Degree	Institute/Board	CGPA/Percentage	Year
B.Tech	Netaji Subhas University of Technology, New Delhi	7.82	2023 – 2027
Class XII (CBSE)	Delhi Public School, R.K. Puram	94.2%	2023
Class X (CBSE)	Delhi Public School, R.K. Puram	97.6%	2021

Work Experience

- **TensorTonic** *Sep 2026 – Dec 2026*
  GTM & Growth Engineer Intern Remote
  – Owned growth for an ML coding-practice platform with **52K+ learners**, running paid ads, SEO/AEO, partnerships, content and retention; grew **organic search clicks 44%** in 2 months.
  – Launched the **first paid acquisition channel** on Google Ads, bringing in **93 sign-ups in 3 weeks** at a **12.2% CTR**; closed a developer contest partnership with **Gradium AI** (2M-credit prize pool) to drive engagement.
  – Rewrote page titles and metas, published comparison guides and secured external listings, **doubling search CTR (1.7%→3.6%)** and reaching **∼60% of tracked ChatGPT and Google AI answers**.
- **Mastercard Advisors & Consulting Services** *May 2026 – Jul 2026*
  Associate Consultant Intern – Performance Analytics Mumbai, India
  – Built a Python and VBScript pipeline automating quarterly business reviews for **India's #1 card issuer** across 10 file types: **120→5 min per file (95% faster)**, saving **20–25 analyst-hours per quarter**; adopted as team standard.
  – Segmented a **5.2M-cardholder** credit portfolio into 7 segments and proposed a focused activation set of 5; rebuilt the ROI model (revolve + interchange) into a Go/No-Go framework worth **∼INR 500 Cr incremental PV**.
  – Built propensity tiers for **2.6M ATM-only debit cardholders**, projecting a **+12.59% activation uplift** (vs. –0.72% forecast) and **140K new activations**; modelled merchant-level offer economics.
- **Nextvant** *Jun 2025 – Apr 2026, Aug 2026 – Present*
  Founder's Office Associate Remote
  – Led GTM for **3 global clients** (Australia, Europe, China) through SEO, Google Ads and full-funnel campaigns, growing **impressions 280%, clicks 400% and conversions 15% in 3 months**.
  – Rejoined in an expanded role owning 2 client accounts; building internal tools with Claude Code to automate delivery.

Projects

- **AI Buying-Signal Engine** *Aug 2026 – Present*
  Nextvant
  – Built AI agents with Clay, n8n, Make and OpenAI/Claude APIs that scanned **3,000+ accounts** for buying signals and routed qualified accounts into HubSpot outbound, booking meetings for Nextvant's GTM services.
- **Project Lead – US GTM Strategy for AI Toy Startup** *Jan 2026 – Feb 2026*
  180 Degrees Consulting NSUT
  – Led a **30-member team** to build the US launch plan (pricing, rollout); client reported **1,000+ pre-orders** in week one.
- **Growth Strategy for an EV Company** *May 2025 – Aug 2025*
  180 Degrees Consulting NSUT
  – Built a growth strategy across OEM, ride-hailing and battery-recycling verticals; client reported a **40% sales increase**.

Positions of Responsibility

- **President, 180 Degrees Consulting NSUT** *(Junior → Senior Consultant → President)* *Nov 2023 – Present*
  – Leading a **60-member** chapter; delivered 4 engagements across EV, AI toys, medical tourism and social impact.
- **President, Google Developer Group (GDG) NSUT** *Aug 2025 – Jul 2026*
  – Led a **70-member** tech team; shipped Lush (social app) and ran flagship event **Shunya** '25 & '26 + **10+ workshops**.

Skills & Achievements

**Advanced proficiency*

- **Data & Tech**: Python (pandas), SQL, PySpark, Hadoop, Impala, VBScript, Microsoft Excel*, Google Analytics
- **GTM & Growth**: Go-to-Market Strategy*, Google Ads, SEO/AEO, Search Console, Semrush, Apollo, Clay, HubSpot
- **AI & Automation**: Workflow Automation*, AI Agents, n8n, Make, OpenAI/Claude APIs, Claude Code
- **Business**: Market Research*, Project Management*, Management Consulting, Customer Segmentation, ROI Modelling
- **Achievements**: NPTEL Course Topper, Top 2% (2024); Blue Blazer for Academic Excellence, 3 years, DPS R.K. Puram