

ARNAV GUPTA

Electrical Engineering Student | AI Automation & Marketing Operations

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PROFESSIONAL SUMMARY

Final year Electrical Engineering student at COEP Tech University with hands-on experience across GTM strategy, operations, and full-stack product development. Ran GTM across 7+ enterprise clients at Vahan, founded and scaled a marketing agency from scratch, and independently shipped multiple AI-powered products end-to-end. Comfortable moving fast across both technical and business problems.

WORK EXPERIENCE

GTM, Operations & Product Intern | **Vahan** | May 2026 – Jul 2026

- Owned GTM strategy and execution across 7+ enterprise clients (Snabbt, Pronto, Amazon Flex, Uber 2W/4W, Rapido, XpressBees), designing end-to-end launch playbooks covering pre-launch demand checks, AM incentive structures, VL offer design, and WhatsApp messaging cadences; also led GTM for a large-scale direct-to-rider acquisition experiment with the Chief of Staff.
- Built and shipped three internal products end-to-end — a field recruiter app, a VL retention dashboard, and a support-location tool — plus designed a 7-phase CRM re-architecture, and finished as runner-up in Vahan's internal hackathon.

Founder | **Livestory Marketing** | Jan 2025 – Aug 2025

- Founded and scaled an experiential marketing agency focused on immersive events and B2B client acquisition.
- Designed and executed marketing campaigns across multiple clients; built email outreach automations using N8N and Make.com.
- Managed full-cycle operations including client strategy, team management, and LinkedIn/Instagram B2B content creation.

Marketing Head | **Impressions '25** | Jul 2025 – Dec 2025

- Led a team of 18 across pre-event marketing and day-of hospitality ops for a 4-day festival, driving footfall through targeted activations.

Operations Executive | **Q Creative** | Jun 2025 – Jul 2025

- Cut proposal turnaround and content costs 10% using generative AI and n8n; built pitch decks and analysed campaign data that helped close new client contracts.

Co-Lead Fundraising | **Prachetas NGO (ISKCON-affiliated)** | Jun 2024 – Jul 2024

- Co-led a fundraising initiative that raised ₹2 lakh in 2 months through donor outreach and digital communication, growing community impact 15%.

PROJECTS

Lead Generation AI Automation: Built a LinkedIn scraping and outreach automation pipeline (n8n) that lifted Livestory's lead-gen pipeline by 30%.

FR App — Field Recruiter Management System (Vahan): Shipped a live field recruiter app (Android, admin dashboard, connector API) integrated across 11 client verticals.

VL Retention-Ops Dashboard (Vahan): Built a Python + Next.js retention dashboard that flags at-risk vendors and turns them into actionable tickets for telecallers; queried and visualized vendor health metrics in Redash to identify at-risk accounts.

Lead-Lifecycle CRM — Flow-Engine Architecture (Vahan): Diagnosed a lead-lifecycle CRM with stage/task logic duplicated across Postgres, a mobile app, and a website, and designed a 7-phase re-architecture (single flow module, DB sync/codegen, atomic RPCs) for one source of truth.

Support Location Finder (Vahan): Built a Next.js/Prisma tool for looking up training and hub centers across clients, replacing inconsistent per-client spreadsheets.

Aura — Meditation Tracking App (iOS): Built a full-stack meditation tracking app (iOS/SwiftUI, offline SwiftData cache) backed by a Fastify/Prisma/PostgreSQL server, with server-driven Google OAuth and a background sync engine, deployed on DigitalOcean.

WIA — AI Utility Bill Anomaly Detector: Built an AI anomaly detector for NY utility bills (ConEd, NYSEG, National Grid): a FastAPI backend using GPT-4o vision to flag 10 categories of billing errors, with a weather cross-validation layer and a self-improving ML confidence model.

EDUCATION

Bachelor of Technology — Electrical Engineering | **COEP Tech University, Pune** | Oct 2023 – Present

Minor in Economics | **Gokhale Institute of Politics and Economics, Pune** | Jan 2025 - Present

SKILLS

AI & Automation: Claude (skills, agentic workflows), OpenAI GPT-4o vision, n8n, Make.com, scikit-learn

Professional: GTM strategy, B2B outreach, stakeholder management, team leadership, product scoping

Technical: Python, Swift/SwiftUI, Next.js, TypeScript, FastAPI, Prisma/PostgreSQL, Docker, SQL, Redash, Appsmith

Languages: Hindi (Native), English (Bilingual)

CERTIFICATIONS

SQL Essential Training | LinkedIn Learning | Aug 2026

MBA in One Course | Chris Haroun, Udemy

Generative AI Mastermind | Outskill