

Apurav Singhal

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EDUCATION

Post Graduate Diploma in Management, Delhi School of Business, New Delhi	2026 - 2028
Bachelor of Arts, Economics (Honours), Maharaja Agrasen Institute of Management Studies, GGSIPU, Delhi	2022 - 2025
Class XII, Commerce, Lancer's Convent School, Rohini, Delhi	2020 - 2022

PROFESSIONAL EXPERIENCE

Director and Co-Founder, Wuze Ayurveda, Delhi	Jun 2025 - May 2026
- Co-founded and directed a natural-products company, owning strategy, operations, marketing and product development, and holding decision rights on commercial matters. - Managed Amazon advertising end to end: campaign setup, budget allocation, ongoing optimisation and performance reporting against visibility and sales. - Ran product research and development to build the launch pipeline, assessing market demand, competitor offerings and category gaps to decide which products to take forward. - Represented the company with suppliers and partners through to commercial terms, and built WhatsApp and Gmail automation for routine customer and internal communication.	
Marketing Intern, IIDE, Global Virtual Internship Programme, Delhi	Jun 2024 - Jul 2024
- Delivered social media, SEO and content work across a structured one-month programme, applying digital marketing training to live practice campaigns. - Executed on-ground market surveys and secondary research, translating findings into campaign recommendations for the team. - Built content calendars and social copy driven by keyword and audience research to improve reach and engagement.	
Human Resources Intern, Alpha Zeal Media, Delhi	Dec 2023 - Feb 2024
- Coordinated 100+ candidate interviews across multiple roles, owning scheduling for interviewers and applicants and keeping the hiring pipeline on track to deadline. - Maintained HR records and the HRIS to a high standard of data integrity, and drove a performance review rollout by preparing templates and tracking completion end to end. - Partnered with team leads across functions to scope hiring requirements and deliver employee engagement activities.	

LEADERSHIP EXPERIENCE

Vice President, People Management and Marketing, AIESEC in Delhi IIT (student organisation, voluntary)	Feb 2025 - Feb 2026
- Held a dual Vice President portfolio, taking on Marketing mid-term after the incumbent resigned, and led a 15-member department through the transition. - Generated 2,813 sign-ups against 1,928 the previous year, converting through to 179 applicants, 39 acceptances and 24 exchange approvals. - Raised Rs 39,200 in event revenue through a corporate partnership with Woodland for Voice Up, a 200+ attendee campus event, and secured a media partnership delivering 100K+ outreach. - Rebuilt the leadership pipeline after three Executive Board resignations from a ten-member managing body, lifting applications from 10 to 26 for the following cycle and recording 33 letters of intent, the highest in four years. - Scored 10/10 for People Management and 9.15/10 for Marketing in the entity-wide membership engagement survey. - Restored a lapsed venue partnership with IIDE after over a year of dormancy and expanded university relations activity, contributing to 300K+ LinkedIn impressions across the term.	
President and Finance Head, March National Conference and National Leadership Development Summit, AIESEC	Feb 2024 - Mar 2024
- Directed a 16-member cross-functional committee to deliver two consecutive national conferences hosting 100+ and 80+ delegates from more than 20 states. - Owned a Rs 20 lakh budget end to end line-item planning, vendor negotiation, spend tracking and final reconciliation — closing within the approved envelope. - Secured a school partnership for the World's Largest Lesson initiative and delivered five additional events across the two conferences. - Secured and managed external partners including Duolingo and Abhibus, from first outreach through on-site delivery and post-event reporting.	
Editorial Head, Bizmind, E-Cell of MAIMS	Jun 2023 - Jul 2024
- Led a nine-member content team responsible for all written communication for the society, launching three recurring series. - Organised Stock Synopsis, a mock stock competition with 200+ registrations from over 30 colleges, and contributed to Biz-Tank and the annual E-Summit 2024.	

SKILLS

Operations and Commercial: Business operations, budget management, vendor and partner negotiation, product research, process documentation

Marketing: Amazon advertising, campaign optimisation and reporting, social media marketing, SEO, content writing, market research

People Operations: Recruitment and screening, onboarding, employee engagement, HRIS data management, performance reviews

Tools: Microsoft Excel, Google Sheets, PowerPoint, Google Workspace, Amazon Seller Central, workflow automation (WhatsApp, Gmail), Canva, Notion; English (professional), Hindi (native)

Certifications: Digital Marketing and Instagram Marketing, IIDE | Google Ads, SEO and Meta Ads, Rendezvous IIT Delhi