SAKET KUMAR

[redacted]
Bangalore, Karnataka
[redacted]

PROFESSIONAL SUMMARY:

Resourceful and fast-learning operator with experience across startup, strategy, product, marketing, and operations. Thrive in ambiguity and fast-paced environments with strong generalist skills—strategic thinking, crisp communication, people leadership, and execution under pressure.

AREAS OF EXPERTISE:

- Strategic Management
- Product Management
- Case Solving Ability
- Story Creation
- Research
- People Management

ENTREPRENEURIAL VENTURES:

CHATKARA Founder | 2025 - Present

- Built a modern take on traditional makhana snacks, targeting a $102B industry.
- Led early GTM experiments, customer discovery, and MVP development.

Ambrosia Manor Co-Founder | 2023 -2024

- Created and launched a premium liquor-infused chocolate line.
- Drove brand storytelling, managed partnerships, and generated ₹80,000 in revenue within 2 months.

INTERNSHIP & EXPERIENCE:

PW IOI, Bangalore Marketing and Strategy Intern | November 2024 - July 2024

- Developed strategic marketing roadmaps; boosted subscriber base by 10%.
- Led creation of brand video campaigns, increasing visibility for new center launches.

Rizzitup, Bangalore Collaborative Head | May 2024 - July 2024

- Acted as primary liaison between leadership and a 15-member cross-functional team (Marketing, Ops, Finance).
- Steered planning documents, OKRs, and internal rituals for project delivery.
- Co-led investor showcases and client-facing events.

PW Gurukulam, Gurugram Product trainee | Feb 2024 - May 2024

- Conducted sentiment and competitive analysis in early-stage edtech product development.
- Worked across teams to refine product features and user feedback loops.

ROLES AND RESPONSIBILITIES:

Member of Events and Marketing Committee

- Organized cross-functional events with CXO speakers for over 300 students.
- Collaborated on logistics, promotion, and relationship-building.

Head of Finance & Sponsorship Team - Trividha (College Fest)

- Secured associate sponsorships for a college esports tournament; led a team of 4 through planning to execution.

EDUCATION:

Manipal University, Jaipur - Bachelors of Business Administration
PW Institute of Innovation, Bangalore - Entrepreneurship & Tech Management
I.G.N.O.U , New-Delhi - Bachelors of Arts - Psychology (Hons.)
D.A.V. Public School, Bilaspur - Higher Secondary Education