



SUMMARY

Technical Analyst with experience building **workflow automation**, **AI-powered internal tools**, and enterprise operational systems. Previously founded and scaled a digital marketing & strategy agency, **leading a 25+ member team and delivering 500+ client campaigns**. Passionate about solving business problems through systems thinking, product thinking, automation, and technology.

EDUCATION

B.E. Electronics & Communication Engineering Vellore Institute of Technology 📅 2022 - 2026 📍 vellore TN	CGPA 8.88 / 10
CBSE (XII) Prasad Public School 📅 2021 📍 Mathura UP	CGPA 8.14 / 10

EXPERIENCE

Technical Analyst – Operations & Automation
ION

- 📅 01/2026 - Present
- Global fintech company
- Identified operational bottlenecks and built automation solutions using Linux scripting, Microsoft Copilot, and low-code tools to reduce manual effort across production workflows.
 - Designed internal products including an AI-powered ticket assistant, automated price tracking, delay notification workflows, and Power BI dashboards for operational analytics.
 - Worked closely with clients, exchanges, and internal teams to manage mission-critical financial data workflows while improving communication during production incidents.
 - Analyzed recurring operational issues and built process improvements that increased system reliability and reduced manual intervention.

Founder & Operations Lead

- Moodale**
- 📅 2020 - 2025
- Digital Marketing & Strategy Agency ([link](#))
- Founded and scaled a digital marketing and strategy agency, managed a **25+ member cross-functional team** across marketing, operations, tech, design and client delivery.
 - Delivered 500+ campaigns in marketing, automation, and digital strategy, strengthening retention and ROI outcomes.
 - Built **custom CRMs and workflow automation** systems that streamlined internal operations and reduced repetitive work.
 - Partnered with clients to **define problems, analyze needs, and present solution alternatives** with clear pros and cons.

Web Development & UX Intern

- Teclive Solutions**
- 📅 05/2024 - 07/2024
- A company focused on innovative web solutions and development
- Collaborated with clients to understand business requirements and translate them into responsive, user-centric web solutions aligned with their goals.
 - Built responsive web solutions using rapid prototyping and AI-assisted development workflows.
 - Evaluated user interaction patterns and recommended UX improvements that enhanced usability and overall user experience.

Operations & Strategy Intern

- Navdrishti**
- 📅 2023 - 2024
- An organization focusing on Financial and Real Estate Services and social entrepreneurship
- Automated internal operational workflows using Google Sheets and Apps Script, **reducing the editorial publishing timeline from 4 to 5 months to nearly 2 months**.
 - Gathered requirements from cross-functional teams and designed workflow tracking systems for tasks, budgets, and operational visibility.
 - Coordinated across editorial, finance, design, and operations teams to streamline execution and ensure timely project delivery.

SKILLS

- Product & Strategy**
- Problem structuring, solution design, stakeholder engagement, client relationship management, Business Analysis, Client Interaction & Feedback Handling, strategic recommendations
- Tools & Platforms**
- Excel, Google Sheets, Power BI, PowerPoint, Notion (workflow design & tracking), Power Automate, Remedy, Claude, Render, Vercel, Git
- Technical**
- SQL, AI Prompt Engineering, CRM development, HTML, CSS, JavaScript, Node.js, Express.js, Java, Linux, Python scripting, AWS, React
- Professional Skills**
- Leadership, Team Management, Strategic Planning, Analytical Thinking, Communication, Cross-functional Collaboration, Prioritization

PROJECTS

- Service Management Web Application – Moti Motors**
- 📅 11/2024
- 🔗 <https://www.mridulagrawal.in/Project.dc.html?p=moti>
- A web-based system to digitize after-sales service operations for an automobile dealership.
- Worked with the Client and service partner to map the after-sales workflow and identify gaps in profit-sharing records.
 - Developed and deployed a lightweight web app with unique job IDs and simple forms to capture and retrieve service jobs digitally.
 - Improved data accuracy and transparency, enabling owners to cross-check records and reduce disputes with the service partner.
- Internal CRM & Workflow Automation Platform**
- 🔗 <https://www.mridulagrawal.in/Project.dc.html?p=smart-crm>
- Automation-driven solution to streamline client management and internal workflows
- Designed a CRM on **Google Sheets with Apps Script** to manage campaigns, billing, tasks, leave approvals, and reminders.
 - Automated key workflows including emails, reporting, and task tracking, **reducing manual effort and increasing efficiency**.

EXTRACURRICULAR

- Senior Core Member @ E CELL CLUB**
- Senior Core Member – Finance Domain, leading entrepreneurship club at VIT Vellore**
- Managed club finances and led sponsorship initiatives, securing funds to ensure smooth execution of projects and events.
- Senior Core Member @The ELECTRONICS CLUB**
- Senior Core Member – Operations Domain**
- Streamlined event operations by forecasting attendance, planning marketing strategies, and driving student participation.