

Tanay Gandhi

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Education

COEP TECHNOLOGICAL UNIVERSITY

Pune, India

Bachelor of Technology in Mechanical Engineering, Minor in BFSI

July 2023 – May 2027

- **Relevant coursework (Mechanical):** Design Thinking and Idea, Principles of Entrepreneurship, Principles of Economics.
- **Relevant coursework (BFSI):** Principles of Finance, Banking Operations, Financial Markets, FinTech Fundamentals.

Experience

Summer Intern

May 2025 – June 2025

Padsons Industries

Akola, Maharashtra

- Tracked production output and downtime across machines on the shop floor, gaining exposure to operational metrics and how they inform manufacturing decisions.
- Collaborated with the production and floor teams to understand how manufacturing output was monitored and reported to management.

Finance and Marketing Coordinator

July 2024 – Feb 2025

PUNE STARTUP FEST

Pune, India

- Developed data-driven marketing strategy using Instagram Analytics and Meta Ads Manager.
- Led a 5 person marketing team executing a 2L+ campaign budget, drove 40% growth in Instagram engagement (from 3.5K to 6K followers) in 3 months through targeted ads strategy.

Finance and Marketing Volunteer

Sep. 2023 – July 2024

PUNE STARTUP FEST

Pune, India

- **Secured first-ever brand sponsorships with TOO YUM and Navami worth 50k through cold outreach, pitch presentations, and negotiation**
- Generated 50+ qualified B2B leads through collaborative marketing campaigns and partnership activations, contributing to 10% expansion in event sponsor pipeline and attendee database.

Projects

Presence App

June 2025 – Dec 2025

Founder, Product Lead

Pune, India

- Analyzed competitor landscape (Google Classroom, Microsoft Teams) to identify product differentiation opportunities in attendance automation and offline-first architecture.
- Conducted 25+ user interviews and surveyed 50+ teachers and students across 6 educational institutions to identify pain points, translating insights into 15+ prioritized product requirements using MoSCoW framework with 80% adoption rate for critical features.
- Defined and executed product roadmap across 6-month development cycle, prioritizing core features (attendance automation, assignment submission, offline sync) using RICE scoring methodology to maximize user value.
- Developed go-to-market strategy targeting educational institutions, identifying a potential TAM of 200+ colleges in Maharashtra.
- Attracted investor interest for seed funding during on-stage pitch at college event with 100+ attendees, validating market opportunity and business model before strategic decision to sunset project based on infrastructure cost analysis.

Skills

- **Analytics & Tools:** Excel, SQL, Power BI, Python, Figma, No-code platforms, N8n workflows
- **Product Management:** Go-to-Market Strategy, Competitive Analysis, Feature Prioritization (RICE, MoSCoW)
- **Business Skills:** Stakeholder Management, Cross-functional Collaboration, Data-driven Decision Making
- **Languages:** English, Hindi