Kavya Ajit

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Summary

Strategy and business transformation professional with 7+ years of experience, including a role in the CEO's Office of a tech-first, consumer-facing business, leading cross-functional projects across operations, marketing and technology. At ease with senior audiences: won CEO sign-off, presented reforms to a District Collector and twice faced the UPSC interview board. Keen learner, now studying how to use AI to improve business processes.

Professional Experience

Independent Education Consultant (Pro Bono) | Kasaragod District Administration, Kerala **Jun 2025 – Sep 2025**

- Exposed gaps between official and actual dropout data by auditing records at **12 field sites**, including 2 tribal settlements; diagnosed root causes in transport, staffing and benefit delivery.
- **Commended by the District Child Protection Unit**, Govt. of Kerala, for a 5-step phased plan to cut school dropouts and chronic absenteeism, including biometric attendance and a single benefits portal; presented to the District Collector.

CEO's Office | KAS Mentor (EdTech) | Trivandrum **Sep 2020 – May 2024**

- Owned **3 products end to end** serving 500+ customers and led key workstreams across 7 more strategic projects, aligning 6 teams across content, technology, operations, marketing and customer support.
- Raised sales conversion from **12% to 15%** (~₹25L a year) via EMI and merit scholarships for customers lost at payment.
- Won CEO approval for a mentoring platform with a **~7-month payback** (~₹4L cost vs ~₹7L a year in avoided hires); grew its use from 4 to all 25 mentors in 3 months through hands-on stakeholder management.
- Lowered delivery cost per customer by **~15%** with no drop in customer ratings by moving ~40% of live sessions to recorded modules on digital tools, reused across cohorts.
- Raised on-time delivery from **~60% to ~90%** across 20+ concurrent programmes through performance optimization and live KPI dashboards that flagged delays to leadership early.
- Cut new-product launch time from **~6 to ~2 weeks** by designing a reusable academic ERP that let new products share existing content instead of starting from scratch.
- Designed the logic for an **AI engine** that tagged 10,000+ exam questions by topic and difficulty, shifting product design from intuition to data; it became the backbone of the academic ERP and its study plans.
- Reduced mid-programme customer churn from **22% to 16%,** retaining ~90 customers a year, through business analytics, data interpretation and an early-warning dashboard that triggered follow-up within 7 days.
- Doubled social media engagement (**~1.2% to ~2.5%**) and tripled views per video in 8 months by repositioning content for a general audience, widening reach beyond the core market.
- **Halved** first-year attrition of new hires (**~30% to ~15%**) by replacing ad hoc hiring with structured assessments using job simulations and triple-blind scoring; hired **~20** staff.
- Improved delivery quality across **~40** subject experts through a 20-parameter performance review; **~60%** improved on flagged areas within 2 cycles, and results guided incentives.

Academic Specialist | iLearn | Trivandrum, Kerala **Dec 2016 – Aug 2020**

- Trained **~1,000** civil-service candidates across preparation programmes and mentored **100+** of them one-on-one every week.
- Spotted that candidates struggled with abstract essays; designed workshops linking philosophy and ethics to real-world cases, strengthening **analytical writing** and helping them construct nuanced, evidence-based arguments.

Education

- **MBA – *PGPX, IIM Ahmedabad*** | *India*
- **MA (Master of Public Administration) – *IGNOU, Delhi*** | *India*
- **BBM – *Christ University, Bangalore*** | *India*
- **Strategic Deep Learning and Generative AI for Managers** (Elective – PGPX, IIM Ahmedabad)

Accomplishments and Awards

- Twice qualified for the **UPSC Civil Services interview stage**, placing in the top **0.25%** of over 1 million annual candidates.
- Awarded the **UGC Junior Research Fellowship (JRF)**, India's premier funded doctoral research award; ranked in the **top 30** of 2,750 candidates in Public Administration.

Co/Extra-curricular

- **Elected Batch Representative** after an open campaign debate; one of 2 for the 160-member PGPX cohort on IIMA's Students' Legislative Council, the 7-member apex body for 1,200+ students (2026–27).
- Won A Grade (highest award) in English Skit at the State Level of Kerala School Kalolsavam, Asia's largest school cultural festival, two years in a row.