Dhanush Sudesh

Master's Student in Italian Food & Wine | Passionate about Food, Culture & Innovation

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SUMMARY

Enthusiastic and dedicated professional with a Master's degree in Italian Food and Wine from the University of Padova. I have over 4 years of experience in wine education, hospitality, and campus operations. Skilled in organizing wine tasting events, engaging with guests, and sharing stories behind food and wine. My current thesis explores how artificial intelligence affects food traditions and emotional connections in cooking. I enjoy working on projects that combine food, technology, and culture, and I'm looking for opportunities where I can continue learning and contribute creatively.

EXPERIENCE

Marketing Associate, John Distilleries Pvt. Ltd., Bengaluru, India **Apr 2021 — Apr 2023**

Big Banyan Wines, India

Conducted engaging wine tasting sessions and consumer education events, answering in-depth questions about wine varieties, pairing, and production. Collaborated with marketing and hospitality teams to enhance brand visibility. Developed a deeper understanding of Indian wine consumers and storytelling in wine promotion.

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  - Conducted 50+ guided wine tasting sessions, educating guests on wine varietals, food pairings, and wine culture, enhancing brand perception.
  - Contributed to a 12% increase in direct wine sales through personalized storytelling, consumer interaction, and experiential marketing.
  - Worked closely with the Brand Manager to align events, tastings, and content with marketing objectives and seasonal campaigns.
  - Managed the official Instagram handle of Big Banyan Wines, creating visually engaging content, promoting events, and growing digital engagement by 30%.
  - Assisted in planning and executing corporate events, wine trails, and private experiences, leading to a 20% rise in event bookings.
  - Interacted with wine enthusiasts and first-time drinkers alike, building brand loyalty through approachable and informative communication.
  - Captured and shared the stories of winemakers and vineyard life, reinforcing the brand's identity rooted in passion, people, and place.

Campus in-charge , K12 Techno services Pvt. Ltd., Bengaluru, India **Jul 2019 — May 2020**

Led the day-to-day operations of the school, ensuring effective coordination between teaching staff, administrative teams, and parents. Managed academic schedules, student logistics, and on-ground issue resolution. Played a key role in maintaining discipline, supporting student engagement, and creating a well-organized learning environment

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  - Managed the day-to-day operations of the school campus, overseeing academics, administration, and facility coordination for smooth functioning.
  - Led a team of 30+ staff members, ensuring adherence to schedules, standard operating procedures, and student welfare policies.
  - Acted as the primary point of contact between school management, teachers, parents, and regional heads, streamlining communication.
  - Handled crisis situations, escalations, and real-time problem-solving, maintaining discipline and ensuring minimal disruption to academic delivery.
  - Supervised admissions, fee collection, and compliance documentation, contributing to improved operational efficiency and data accuracy.
  - Coordinated events, examinations, and training sessions, fostering a supportive environment for staff and students.
  - Recognized for maintaining high standards in campus discipline, resource allocation, and student-parent satisfaction.

EDUCATION

Università degli Studi di Padova , **Padova, Italy** - *Msc, Italian food and wine* **Oct 2023 — Present**

Currently pursuing a Master's degree focused on the science, quality, and governance of Italian food and wine. The program blends theory and hands-on learning in areas such as food biodiversity, sensorial analysis, quality certification (PDO/PGI), and sustainable value chains.

Key Focus: Exploring the intersection of tradition, innovation, and consumer behaviour in food systems particularly how digital technologies like AI are transforming authenticity and emotional connections in cooking.

Thesis Project: "The Impact of Artificial Intelligence on Food Authenticity and Emotional Connections in Cooking" Investigating how robot chefs and AI-based cooking systems affect cultural memory, traditional knowledge, and the sensory emotional experience of food.

SVKM's NMIMS (Narsee Monjee Institute of Management Studies), **Mumbai , India** - *Post graduate , Operations Management* **Jun 2020 — Jul 2023**

Completed a Post Graduate Diploma in Business Operations with a focus on strategic decision making, quality control, and service operations key areas relevant to the food, beverage, and hospitality industries.

AIMS Institutes , **Bengaluru, India** - *Bachelor's, Hotel Management* **Jun 2015 — Jul 2019**

Gained foundational and practical knowledge in hospitality operations, guest services, and property management.

CERTIFICATIONS

McKinsey.org Forward program, Mckinsey & Company **Jul 2025**

Analyzing & Visualizing Data with Microsoft Power BI, Microsoft **Jan 2025**

Google Data Analytics, Google **Jan 2025**

Google digital marketing & E- Commerce, Google **Jan 2001**

WSET, Wine and spirit eduction trust **Jul 2018**

SKILLS

Wine & Hospitality	:	Wine education, Guest engagement, Sensory Analysis, Wine Tasting, Wine Pairing
Marketing & Communication	:	Brand Promotion, Event Management, Cross-team Communication, Content Creation
Research & Analysis	:	Consumer Behavior, Food Systems, Survey Design, Interviewing, Qualitative Analysis
Operations & Management	:	campus operations, Team Coordination, Scheduling Management, Problem Solving
Tools & certifications	:	Microsoft Excel, Canva, Power bi