



Ankit Kumar Singh

PGDM in Marketing with Analytics Minor - Equipping for MarTech

THOMAS PROFILE COMPETENCIES

Listening Skills
Resource Optimization
Planning and Organization

TECHNICAL SKILLS & CERTIFICATIONS

MS Excel - Intermediate
Marketing Mix Implementation
Capstone from Coursera
Marketing Mix Fundamentals
from Coursera

INTERESTS & HOBBIES

Weightlifting
Travelling

REACH ME AT

MOBILE NUMBER

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LinkedIn Profile

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Domicile

Rishra, Kolkata

LANGUAGE

English & Hindi

(Reading, writing, speaking, and listening.)

CAREER OBJECTIVE

Seeking a challenging position where I can use my skills and experience to develop and execute product strategies, increase customer satisfaction, and improve the performance of product categories.

INDUSTRY PROJECT(S)

Organization: BYJU'S

Designation & Duration: Business Development Trainee (1.5 Months)

Summary: My responsibilities included identifying potential customers and leads, attending meetings with potential clients and being able to convert leads and assisting in the development of sales strategies.

ACADEMIC PROJECT(S)

Organization: Innover Digital

Topic: Request for Problem (RFP) Project for Marketing Strategy & Digital Marketing of B2B SAAS Product

Objective: Create Marketing strategies to drive early adopters for a B2B SAAS product.

Topic: Research Incubation Project in B2B heavy electricals Industry

Objective: To explore and analyze the competencies and skills of MarTech roles in the B2B heavy electronics industry.

Organization: DNR Roadways

Subject: Proficiency in Business Tools

Summary: Used Excel as a model to provide solutions against transportation scams by drivers of our organization.

PROFESSIONAL QUALIFICATION

Post Graduate Diploma in Management in Marketing | Analytics Minor | Jagdish Sheth School of Management, Bengaluru | Class of 2024 | CGPA of 7.3

Bachelor of Commerce | UMES Chandra College, Kolkata | 2020 | 63%

PAST EDUCATION

Higher Secondary with Commerce | Sunrise School, Belur | 2017 | 77%

Secondary School | Gospel Home School, Rishra | 2015 | CGPA of 8.3

ACCOMPLISHMENTS & ACTIVITIES

- Worked under the Operations team for Kanyathon and was responsible for bringing "ATHER MOTORS" as one of our sponsors.