



Md Naved Ansari

PGDM in Marketing with Analytics Minor - Equipping for MarTech

CAREER OBJECTIVE

Seeking a marketing role where I can use my analytical and creative abilities to create and implement strategic plans, innovative marketing tactics, and campaigns that drive the growth and profitability of the organization.

INDUSTRY PROJECT

Organization: Tech Analogy

Designation and Duration: Sales and marketing operation intern. (2 Months)

Summary: Assisted the sales team in lead generation activities and closing deals resulting in a 10% increase in sales of 2nd quarter for the FY 23-24 and conducted follow-up to ensure customer satisfaction.

ACADEMIC PROJECT(S)

Organisation: Teraluna India

Topic: Request for problem (RFP) to accelerate the online presence.

Objective: Analyse competitors and position the brand within the initial consideration set to ensure impactful market presence (*Project in Progress*)

Subject: Research Incubation project in Automobile Industry.

Objective: Conducted in-depth research on Ola's EV customers, analysing post-purchase satisfaction and feedback. Derived data-driven insights to provide actionable recommendations for an improved overall post-purchase experience. (*Project in Progress*)

Organisation: Namma Retail Store

Topic: Credit Tracking and Sales Record Management App for Namma Retail Store.

Objective: Created an Excel-based credit tracking model and a user-friendly app for Namma Retail Store, enabling efficient monitoring of customer credit and ensuring precise sales record management.

PROFESSIONAL QUALIFICATIONS

Post Graduate Diploma in Management in Marketing | Analytics Minor |
Jagdish Sheth School of Management, Bengaluru | **Class of 2024 | CGPA of 6.7**
Bachelor of Business Administration | Techno India, Salt Lake | 2022 | **CGPA: 8.4**

PAST EDUCATION

Higher Secondary (Science) | Assembly of God Church School, Ukhra | 2019 | **71%**
Secondary School | Assembly of God Church School, Ukhra | 2017 | **75%**

ACCOMPLISHMENTS & ACTIVITIES

- **Member** of Pep and external affairs (2022-23)
- **Represented Durgapur Steel Plant** in All India Inter-steel volleyball competition (2022)
- **Sports President** during my under-graduation college (2019-2020)
- **Represented West Bengal** in Youth national volleyball competition (2019)
- **Games Captain in school** (2017-2018)
- **Represented West Bengal** in Junior national volleyball competition (2016)

THOMAS PROFILE COMPETENCIES

Communication Style
Influencing Skills
Building & Maintaining Relationship

TECHNICAL SKILLS & CERTIFICATIONS

Tableau – Intermediate
Microsoft Excel-Intermediate
Microsoft PowerPoint-Intermediate
Google AdWords-Beginner
Six sigma yellow belt from Udemy
Digital Marketing from Google.
SEO from Hubspot.
Content Marketing from Coursera.
Inbound marketing from HubSpot.

INTERESTS & HOBBIES

Volleyball
Cooking
Travelling

REACH ME AT

MOBILE NUMBER

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Email Id

mdnaved.ansari2224@jagsom.edu.in

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LinkedIn Profile

<https://www.linkedin.com/in/naved-ansari/>

Domicile

Durgapur, West Bengal

LANGUAGE

English & Hindi

(Reading, writing, speaking, and listening)