

ANKITA CHOWDHARY

ACADEMIC PROFILE

PGDM - Marketing	54%	Jagdish Sheth School of Management, Bengaluru	2025
Degree- B.com Hons. (Accounting)	64%	S.P College, Dumka	2022
Class XII (CBSE)	79%	Dev Sangha National School, Deoghar	2019
Class X (CBSE)	64%	St. Joseph Scholl, Dumka	2017

AREAS OF STUDY

Major in Marketing (MarTech) and Minor in Human Resource in PGDM

ACADEMIC PROJECT(S)

Managing Online Stores: Toyfee

The Toyfee Store project aimed to create an innovative, user-friendly online platform for children's toys using Shopify. Focusing on enhancing customer engagement and streamlining the purchasing process, the store featured an intuitive interface with easy navigation, high-quality product images and detailed descriptions.

Design Thinking: Thalassery Restaurant

Applied strategy to construct a QR code menu with payment integration and predictive analytics on SKUs to reduce food delivery time.

CERTIFICATIONS

Excel skills for business	Coursera	2023
Fundamentals of Digital Marketing	Google	2024

POSITIONS OF RESPONSIBILITY

JAGSoM, Bengaluru	1. Joint course coordinator of Academics Committee	2024
	2. Managing social media account of Academics Committee	2024

ACCOMPLISHMENTS

Competitions	1. Chitra Bhusan fine arts and painting, Chandigarh	2016
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SKILLS

Excel, PowerPoint, Teamwork, Problem solving, Time management