

Anisha Khandelwal

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SUMMARY

Results-driven professional with expertise in **business growth, marketing strategy, and product analytics**. Skilled in **user analysis, go-to-market strategies, and cross-functional collaboration** to drive engagement and monetization. Strong communicator with a **data-driven mindset**, passionate about scaling **B2C products and optimizing customer acquisition**.

SKILLS

Client & Business management: Customer Relationship Management (CRM), Solution Design & Deployment.

Communication & Leadership: Stakeholder & Client Engagement, Single Point of Contact for Deliverables, Business Strategy & Negotiation, Public Relations

Product & Data Analytics: Mixpanel, Power BI, A/B Testing, Data-Driven Decision-Making

Soft Skills: Teamwork, Adaptability, Resilience, Self-Learning

EXPERIENCE

Salesforce Developer (Hands-on Experience)

January 2025

- Optimized CRM solutions to enhance **customer relationship management** and **sales operations**.
- Developed custom reports & dashboards to analyze user engagement and business performance.
- Assisted in process automation to improve order tracking and vendor coordination.

PROJECTS

A-CRM-APPLICATION-FOR-WHOLESALE-RICE-MILL

January 2025

- Developed a Salesforce-based CRM for a wholesale rice mill to improve client interactions and sales tracking.
- Customized the CRM application, enhancing client communication and operational efficiency.
- Analyzed data and generated reports to provide insights for better decision-making.

EDUCATION

Vellore Institute of Technology

CGPA:

Bhopal, MP

Bachelor of Technology in ECE (AI & Cybernetics)

8.34

August 2021 – May 2025

EXTRA CO-CURRICULAR

PR & Social Media Strategist, TEDxVITBHOPAL

- Led and optimized outreach strategies, significantly increasing online engagement by 30% and expanding audience reach for events.
- Collaborated with cross-functional teams to manage communication, brand strategy, and social media presence, driving visibility and awareness for TEDxVITBHOPAL's initiatives.

Designing Head, IoT Club, VIT Bhopal

- Led the design and branding efforts for IoT-related projects and club events.
- Organized workshops and sessions to promote IoT awareness and engagement among students.

Active Participant, IEEE (Institute of Electrical and Electronics Engineers)

- Demonstrated strong leadership and organizational skills while actively participating in workshops, seminars, and events.
- Showcased commitment to professional growth by attending seminars and engaging with professionals from various business and engineering sectors.

CERTIFICATIONS

- Salesforce Supported Virtual Internship Program – Smart Internz 2024
- PWC Switzerland Power BI Job Simulation on Forage, September 2024