Ankita Bhattacharya

27 Years | Female

Profile Summary

A **motivated** professional with a proven record to implement projects from its **conception to completion**. Warm and cheerful personality comfortable with working in **cross-functional teams** having appreciable **business communication skills**. **Adaptable** and **transforming** mentor with an ability to work independently,creating effective presentations, and **developing opportunities** that further establish **organizational goals**

Professional Experience   39 Months

Cognizant Technology Solutions   **Associate**   **Jan 2016 to Apr 2019**

- **Implemented** ETL based solution using **SSIS and SQL** server which helped my client (a leading logistic company) in visualizing data and deriving insights for business improvement
- **Led client calls** overseas to reduce the risk of gap in requirement gathering to provide reliable solutions
- **Trained and mentored a team of 6+** throughout the course of the project in order to increase the overall productivity and achieve the given target
- Identified **key gap areas** for business growth by **analyzing** the company data and targeted efforts to solve these issues
- **Recognized** for handling **40%** of the project data and adhering to SLA timelines while achieving the client specification level
- Contributed to increase in **revenue and business growth** by making sure 20+ Deliveries are completed in managing the master data of the client
- **Developed** and executed **digital marketing** strategy , advertisement and **brand collaboration strategy** for a healthcare startup

Academic Qualifications

Degree	Year	Institute, University	%/CGPA
PGPM (Marketing)	2020	Great Lakes Institute of Management, Gurgaon	2.81
B.Tech (ECE)	2015	Future Institute Of Engineering And Management, MAKAUT	70.90 %
XIIth	ISC	2010	St.Teresa Secondary School	81.71 %
Xth	ICSE	2008	St.Teresa Secondary School	89.85 %

Projects

- Analyzed IMDB movies database using **Tableau for data visualization** by creating interactive dashboards to gain insights about top performers
- **Conducted Qualitative and Quantitative** surveys and analyzed the data using **SPSS** to do a situational analysis on the penetration of digital payment systems in rural areas
- Analysed the current positioning of "Mountain Dew" through various **marketing frameworks** in order to come up with a **marketing plan** for the major market acquisition and profit maximization

Other Achievements

- **"The Rainmaker"** award for excellent results and contribution for my work in Cognizant
- **Placement Committee member** of Great lakes institute of Management, Gurgaon
- **Organized 'Health Camp'** at the Pathredi village, Bilaspur, Gurgaon as a part of Karma Yoga Project by Great Lakes Institute of Management

Interests and Hobbies

- A situational Poet - love to pen down thoughts in the flow of poetry
- An avid reader- interested in reading books of all genres
- A theatre enthusiast - participated in plays and other competitions at school level