

# AKANKSHA SINGH

## PROFESSIONAL SUMMARY

To seek and maintain full-time position that offers professional challenges utilizing interpersonal skills, excellent time management and problem-solving skills. A hardworking and passionate job seeker with strong organizational skills eager to secure entry-level position. Ready to help team achieve company goals.

## WORK HISTORY

### Manager, 02/2020 - 01/2021

Anju Tata Motors, Haridwar, Uttarakhand

- Traders in the spare parts of Heavy Vehicles)
- Lead a team of 5 people in the Public Relations Department
- Organized Competitions like "Employee of the Month" and provided the employees with rewards & incentives to improve their performance
- Worked on business platforms like Trade India, India Mart & Justdial to target both B2C and B2B customers; also created opportunities with Getdistributors.com to reach out to distributors across the country
- Developed strong teams by skilfully recruiting, orienting and training loyal, hard-working employees.
- Analysed data and identify opportunities to minimise operating costs.
- Upskilled staff through targeted training opportunities, enhancing team capabilities.
- Applied expertise in team leadership to address productivity and performance issues, motivating staff to achieve KPIs.
- Coordinated remote working teams with exceptional leadership and communication.

### Business Analyst, 07/2019 - 01/2020

Urban Company, New Delhi, National Capital Territory of Delhi

- Currently known as Urban Company)
- Developed knowledge by doing projects - Product Adoption & Analysis, Customer Footfall Analysis & Differential Pricing
- Worked with the CEO & Co-Founders on a project in the Current Market Competition Analysis of the company and conducted



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## SKILLS

- Information gathering and analysis
- Organizational development
- Excellent interpersonal skills
- Mental health support
- Business development

customer surveys for a feedback analysis & satisfaction of the clients

- Analyzed the current performance of the professionals & their services for the enhancement of their skill set
- Coordinated in the human resource department for conducting personal interviews & the verification & rectification of the professionals' enrollment process
- Screening of professionals according to the eligibility criteria of the organization and their work experience in the respective fields
- Handled RPL of the professionals and brought together the concerned documents for the registration process
- On-ground exposure during field visits for a competitive analysis of the services offered to understand the psychology of the customers.
- Reviewed files, records and historic data to obtain required business information for development requests.

#### **Intern, 06/2018 - 08/2018**

##### **National Granites Pvt. Ltd**

- Created content for posts on different social media platforms like Facebook, Instagram, Snapchat & Twitter
- Handled marketing through email marketing & cold calling for reaching out to new clients
- Worked on brand management and image building with clients to expand public relations
- Created google Add Words for targeting the right set of segments of clients keeping in mind the factors like age, place, gender & geographical location.

#### **Intern, 06/2017 - 08/2017**

##### **Leafy Greens Pvt. Ltd**

- Gained experience in the fields of marketing, finance & management
- Created online presence through social media platforms for targeting B2C customers
- Coordinated B2B sales of the product which comprised 90 % of the business
- Overlooked activities of production related to sustainable recycling of banana peels for decomposition.

## **EDUCATION**

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#### **MA, International journalism, 2022**

##### **University of Leeds - United Kingdom**

- Professional development completed in media & communication.

- Completed professional development in Journalism.

### **Bachelor of Arts, Mass media and communication, 04/2019**

**Amity School of Communication** - Noida, Uttar Pradesh

GPA: 6.91/10.0, Completed NTCC Report, - social media & Gossip  
Completed NTCC Report

- Completed professional development in Media and communication.

### **2018**

- Learning how the industry works and its various aspects.  
Completed NTCC Report

## **ACCOMPLISHMENTS**

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- Event Organizer, SA RE GA MA PA Little Champs, National level singing competition, April 2017
- Worked with a team of 30 people in the event with a footfall of 30,000 people
- Was Managing Operations, Logistics, Creativity and Security for the festival
- Focused on the execution of plans and providing tangibility to the festival
- Coordinated the registration & hospitality of the students
- EXTRACURRICULAR ACTIVITIES & COMMUNITY SERVICES
- Secured 1st position in Literary Week-Dramatization of Situation Competition & Girls 4x100 Relay Race in school
- Came 2nd in Literary Week - Shloka Recitation & Sr
- Girls 4x100 Relay Race in school
- Awarded by the rotary club of Noida and being a member interact club of the school and volunteering in spreading awareness for responsible polio vaccination
- Came 3rd in Winds of Change (Indie Pop) in FR
- AGNEL school in a festival of Angel Talent Spectrum.

## **INTERESTS**

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Participated in Creative Pearl Competition 2015 and BIZGEST - COMMERCE FEST held at Cambridge School. Awarded certificate of participation by THE TIMES OF INDIA for a T-shirt Painting Competition. Participated in Installation Competition, Inter School Glass Painting Competition & On the spot painting Competition.

## **LANGUAGES**

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**Hindi:** Native language

**English:** C2

Master or proficient