



# Aditya Anand

in [LinkedIn](#)

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📍 Noida, Uttar Pradesh

I possess extensive experience specializing in various aspects of marketing and its practical application. I am keen to drive business growth with the skill sets I possess. I have experience in email marketing, business strategy, and brand management, successfully leading campaigns that enhance customer engagement and market presence.

## SKILLS

Lab Instrument Handling

Programming Language (HTML, CSS)

Social Media Marketing

Strategy Making

IT Knowledge

Negotiation

## LANGUAGES

English

Hindi

Punjabi

Bhojpuri

Maithili

## HOBBIES

Travelling

Horseback Riding

Adding new skills to the cart

## EDUCATION

IIMT UNIVERSITY

BSc

Sep 2022 — Present

N N College

BSEB (Intermediate)

2020

NEW ERA PUBLIC SCHOOL

CBSE ( High School)

2018

## WORK EXPERIENCE

Aushadhiwala

Business Strategy Manager

May 2020 — Feb 2022

Corizo

Email marketing

Oct 2023 — Jan 2024

CIMS&R

Hands on Training:- Laboratory Techniques & Practices

Jul 2024 — Aug 2024

## ACADEMIC PROJECTS

Biodegradable Thermal Insulated Products

## CERTIFICATIONS

Big data 101

Infosys

28 Jul 2023

Introduction to Data Science

Infosys

9 Apr 2023

Artificial Intelligence in Practice

IBM

19 Feb 2023

Email Marketing

Infosys

3 Aug 2023

Soft Skill Development

NPTEL

Mar 2023

Marketing in the 21st century

The Open University

2 Feb 2025

Game development using PyGame

GUVI

16 Aug 2023

## PERSONAL SKILLS

- Possesses great analytical and problem-solving skills. Ability to think rationally and thoughtfully.
- Outside the box thinker, can come up with creative solution that can be a real asset in any role.
- Ability to work on my own without the need for constant supervision. Can take ownership of the tasks assigned.