

# ANANYA KASHYAP

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## EDUCATION

**Drexel University, LeBow College of Business**  
**Bachelor of Science in Business Administration**  
Majors: Marketing and Business Analytics  
Minor: Public Relations

Philadelphia, PA  
December 2020  
Cumulative GPA: 3.71; Major GPA: 3.86

## PROFESSIONAL EXPERIENCE

### TripleLift

*Account Coordinator*

*January 2021 – Present*

*New York, NY*

- Managed 60+ accounts internationally with an average quarterly revenue of 3M and exceeded revenue targets by an average of 15% on a quarterly basis
- Analyzed key metrics such as publisher revenue, CPM, impressions, etc. and built reports for 60+ publishers to monitor performance across different media sources to identify revenue-generating business opportunities
- Consulted publishers on different programmatic strategies, through cross-functional collaboration, regarding new product lines, integrations, and campaigns to increase quarterly revenue for owned accounts by 1M
- Organized monthly calls with a top-performing account to communicate performance updates, strategic solutions, and build a partnership which led in an increase of 164% in annual publisher revenue

### Digiday Media

*Marketing Intern*

*September 2020 – December 2020*

*New York, NY*

- Scheduled social media posts daily for 3 different brands across Facebook, Twitter, and LinkedIn through Buffer
- Developed and managed customer communications for events and paid products through Campaign Monitor which increased attendee retention rates and overall revenue by 15%
- Tracked and analyzed raw data including website traffic, social media, customer feedback, and sales data on Google Analytics to create new social media strategies

### goPuff

*Driver Compliance Specialist*

*April 2019 – March 2020*

*Philadelphia, PA*

- Streamlined operational process by transitioning onto a new hiring platform for 80+ locations resulting in a decrease of average onboarding time by 11 days
- Audited driver documentation and background checks daily across 120+ locations to maintain compliance in accordance with local laws
- Served as a point of contact for 60 regional managers to update driver documentation and account status on the hiring platform

## LEADERSHIP EXPERIENCE

### Student Business Consultant

*Project Manager*

*September 2019 – December 2019*

*Philadelphia, PA/Bucharest, Romania*

- Headed the Management Innovation team, providing recommendations to optimize the client's hiring practices
- Traveled to client's HQ to present our team's recommendations to a handful of C-suite executives

### Alpha Phi Omega National Service Fraternity

*Vice President of Membership*

*June 2017 – December 2020*

*Philadelphia, PA*

- Increased membership retention by 15% by increasing requirements for members and social media efforts
- Served as Chair of Membership Committee to manage a quarterly budget of \$2,000 designated for event planning

### Drexel University Bhangra

*President*

*June 2017 – September 2018*

*Philadelphia, PA*

- Implemented marketing and promotional tactics which resulted in a 46% growth in total social media views
- Managed an annual budget of \$3,500 by creating monthly budget reports and allocating funds to various divisions

## HONORS AND AWARDS

- A.J. Drexel Scholarship, Drexel University
- Dean's List, LeBow College of Business
- Forbes Under 30 Scholar
- Marketing EDGE Collegiate Summit Scholar

*September 2016 – December 2020*

*September 2016 – December 2020*

*October 2019*

*June 2019*

## SKILLS

- Technical:** Adobe: Photoshop, Illustrator; Microsoft: Word, PowerPoint, Excel; Hootsuite, Canva, Zendesk, G Suite, Google Analytics, Google AdWords, Facebook/Instagram Advertising, WordPress, R Programming, IBM SPSS
- Language:** Hindi