

ANANYA KASHYAP

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New York, NY 10019

609-903-2211

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 to identify revenue-generating business opportunities
- Consulted publishers on different 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