

ANKIT AKSHAY TIRKEY

Male, 22



Intern at Zomato(Concentrix) | Summer Intern at IRCTC | Marketing Intern at B Factory | Senior Coordinator at ARC

EDUCATION

| Year | Degree) | Institute/ School | Percentage |
|------|--------------|---|------------|
| 2026 | MBA | Indian Institute of Management, Sirmaur | 48.2 |
| 2024 | B Com (Hons) | St Xavier's College, Ranchi | 70.4 |
| 2021 | XII JAC | Gossner College, Ranchi | 77.6 |
| 2018 | X CBSE | Tender Heart School, Ranchi | 81.2 |

SUMMER INTERNSHIP

| IRCTC | Management Intern | Apr '25 - Jul '25 |
|---|--|-------------------|
| Competitor Benchmarking of Travel Portals | <ul style="list-style-type: none"> Led detailed benchmarking across 3 OTA platforms, analysing 10+ KPIs (UX, pricing, NPS) using SWOT, PESTLE, Porter and uncovering 5 strategic gaps including a significant 14% low ease of use score as compared to MMT Designed and executed a comprehensive user centric survey capturing 300+ actionable data points with a remarkable 100% response rate, revealing that 54% faced booking issues and 70% strongly favoured a personalized loyalty program | |
| Financial Analysis of Railneer Plants | <ul style="list-style-type: none"> Performed in depth strategic comparative analysis of 3 business models (Company Owned, PPP-CS, PPP-WCS), benchmarking relative profitability, capex exposure, and operational risk across 19 nationwide plants of Rail Neer Analysed detailed plant level operational data representing 394.94 million bottles produced and ₹ 327 Cr revenue, confirming that PPP-CS model consistently delivered an 18.42% Net Profit Margin, outperforming other models | |

INTERNSHIPS

| B Factory | Marketing Intern | Dec '23 - Jan '24 |
|--|---|-------------------|
| Sales and Marketing | <ul style="list-style-type: none"> Led persuasive presentations and interactive workshops, reaching 500+ students across campuses to build strong connections, enhance the institute's overall brand perception, and effectively address student concerns Developed strong interpersonal communication skills by facilitating insightful discussions, arbitrating diverse viewpoints, and actively encouraging inclusive participation, which strengthened engagement and reinforced reputation | |
| Zomato (Concentrix) | Customer Associate Intern | Dec '21 - May '22 |
| Service Excellence & Escalation Optimization | <ul style="list-style-type: none"> Resolved 23,000+ customer touchpoints at Zomato, achieving superior CSAT and NPS while reducing escalation turnaround time by 20% through optimized workflows, driving faster resolutions, SLA adherence, and satisfaction Translated recurring customer pain points into insights, enabling cross functional teams to refine retention strategies, streamline refunds, safeguard CLV, and reinforce brand equity, empathy, and loyalty in a competitive ecosystem | |

LIVE PROJECTS

| Phoenix Mark Academy | Industrial Trainee | Oct '24 - Nov '24 |
|-------------------------------|---|-------------------|
| Leadership Experience Program | <ul style="list-style-type: none"> Conducted in depth market research across multiple industries, meticulously identifying key emerging trends, evolving consumer preferences, and shifting demand patterns to effectively support strategic growth initiatives Led comprehensive competitive analysis of 10+ key players, systematically benchmarking brand positioning, pricing models, and go to market strategies to strategically uncover whitespace and sustainable differentiation opportunities | |

ACADEMIC PROJECTS

| Indian Institute of Management, Sirmaur | Aug '25 - Sep '25 |
|---|---|
| Product Development | <ul style="list-style-type: none"> Led end to end product development and GTM strategy for "VitaBoost," a premium multivitamin beverage, validating 67% purchase intent through consumer surveys and forecasting ₹ 73L+ in net profit in Year 2 using ATAR model |
| Indian Institute of Management, Sirmaur | Nov '24 - Dec '24 |
| Market Research | <ul style="list-style-type: none"> Conducted a data driven marketing research project evaluating store expansion in Tier 3 cities of through regression tests to assess revenue impact and consumer preferences of Gen Z & recommending in store experience enhancements |
| S Xavier's College, Ranchi | Feb '23 - Mar '23 |
| MSME Operations | <ul style="list-style-type: none"> Conducted in depth analysis of MSME operations covering business models, market strategies, and regulatory compliance and identified growth opportunities with recommendations for sustainable development and efficiency |

PROFESSIONAL SKILLS

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|-----------------|------------|----------|----------|-------|
| Market Research | Accounting | Power BI | MS Excel | Tally |
|-----------------|------------|----------|----------|-------|

PROFESSIONAL CERTIFICATIONS

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|--------------------|---|
| Lean Six Sigma | <ul style="list-style-type: none"> Completed Lean Six Sigma Certification by KPMG, gaining advanced expertise in process optimization, waste and control management, quality improvement, and operational efficiency using a data driven analytical methodology |
| Product Manager | <ul style="list-style-type: none"> Experienced in product management with focus on user research, roadmap planning, and cross functional teamwork |
| Google Analytics | <ul style="list-style-type: none"> Gained hands on skills in tracking user behaviour, interpreting growth metrics, and optimizing digital performance |
| Project Management | <ul style="list-style-type: none"> Certified in Project Management with experience in leading cross functional projects using agile methodology |

POSITIONS OF RESPONSIBILITIES

| | |
|---------------------------------|--|
| ARC IIM Sirmaur (2024-25) | <ul style="list-style-type: none"> Selected as Coordinator; strengthened alumni institute engagement by liaising with 1,000+ alumni for strategic initiatives, including impactful career support programs and successfully organizing high impact chapter meets Participated in Cell activities by managing alumni relations through effective database management, arranging engaging alumni guest lectures, proactively coordinating key networking events, and promptly addressing alumni grievances |
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OTHER INTERESTS

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|-------------|------------|---------|----------------|-----------|
| Photography | Travelling | Cooking | Playing Guitar | Badminton |
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