

ANANNAY VAIDH

PGDM | Data Analyst

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SUMMARY

I am a performance-oriented Marketing and Finance professional with advanced skills in data analytics and performance marketing. A PGDM student at Taxila Business School, I am particularly skilled at creating data-driven marketing strategies, interpreting financial data, and making ROI-driven decisions.

With a strong background in Computer Applications, I possess a special capability to integrate technical analysis with customer-focused marketing to drive actual business outcomes. Enthusiastic about using data to craft compelling business narratives, I excel in fast-paced settings where velocity, creativity, and cross-functional collaboration are the standards for achievement.

KEY ACHIEVEMENTS

Coordinated Brand Launch Event Operations

Volunteered in the successful brand launch of *Daakia* by Mobisafar Services Private Limited, managing event flow and on-ground coordination for enhanced brand visibility.

Contributed to Academic Research

Designed surveys, analyzed patterns using tools like **SPSS** and **Power BI**, and presented actionable insights — sharpening data interpretation and analytical storytelling skills.

Recognized for Cross-Functional Collaboration

Effectively collaborated with students from diverse specializations during academic projects and events, demonstrating adaptability, teamwork, and leadership under tight deadlines.

Certified in Digital Proficiency by RKCL

Demonstrated digital literacy in MS Office, internet tools, and e-governance applications under RKCL.

EXPERIENCE

06/2025 - 07/2025

Jaipur, India

SEO & Analytics Trainee

Electro Global

🔗 <https://electroglobal.in/>

- On-Page & Off-Page SEO execution
- Keyword research and content optimization
- Data analytics for institute reports
- Worked on tools like SEMrush, Uber Suggest, and Google Analytics



01/2025 - 02/2025

Jaipur, India

Marketing Strategist

L&T Construction & Mining Machinery

🔗 <https://Intcmb.com/>

- Market Research & Analysis
- Competitive Analysis
- Data Analysis Tools
- Marketing Strategy Development



2025

Jaipur, India

Volunteer

Jaipur Literature Festival

🔗 <https://jaipurliteraturefestival.org/>

- Gained hands-on experience in managing large-scale events with diverse stakeholders
- Understood the importance of maintaining a positive attitude during high-pressure situations
- Understood the importance of presenting the event in a way that aligns with its reputation as a prestigious cultural festival



EDUCATION

07/2024 - 03/2026

Jaipur

Post Graduation Diploma In Management

Taxila Business School

04/2021 - 04/2024

Bachelor of Computer Applications

University of Rajasthan

SKILLS

C/C++	Canva	Figma	IBM SPSS Statistics	Microsoft Office	Power BI	Mysql(Database)	HTML
CSS	JavaScript	SAP(Basics)	SPSS				

PROJECTS

Promoted Financial Literacy Across Schools Through Field Outreach

📅 04/2025 📍 Jaipur, India
🔗 <https://www.safefintech.in/>

Collaborated with **Sodhani Academy of Fintech Enablers Ltd.** for a two-day live project, visiting multiple schools to promote the **Financial Literacy Olympiad**. Engaged directly with principals and senior administrators, building trust and effectively onboarding institutions — honing communication, persuasion, and B2B engagement skills.

Executed a Profitable Two-Day Business Project with 12x Return on Investment

📅 10/2024 📍 Jaipur, India

Ideated and launched a **mini business venture** as part of a classroom challenge with an initial investment of ₹250. Created and marketed **Desi Chaas** achieving over 12 times return on investment in just two days — demonstrating strong marketing instincts, strategic pricing, customer engagement skills, and ROI-focused thinking.