



Akash G M

Masters in Business Administration
Indian Institute of Technology, Kanpur

+91-9353216778
akashgm24@iitk.ac.in
[linkedin.com/in/akashgm24](https://www.linkedin.com/in/akashgm24)

EDUCATION

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
M.B.A.	Indian Institute of Technology, Kanpur	8.5 (Aggregate)	2026
B.Tech., ASE	R.V. College of Engineering	7.17	2023
Senior Secondary	Jawahar Navodaya Vidyalaya(CBSE)	78.80%	2019
Secondary	Jawahar Navodaya Vidyalaya(CBSE)	9.0	2017

EXPERIENCE

- Robylon AI** May 2025 - Present
Summer Intern Bengaluru, India
 - Revamped client chatbot strategy, resulting in a **100% boost in CSAT** and an **86% rise in end-user NPS**
 - Boosted domain ranking by 30%** through targeted SEO & GEO strategies, significantly improving visibility.
 - Executed end-to-end **campus hiring across 6 premier institutes** and **screened 250+ resumes** for shortlisting.
- IIM Bangalore** May 2024 - Aug 2024
Product Marketing Intern Bengaluru, India
 - Deployed Google Analytics for BBA DBE, **improving lead attribution by 65%** and enhancing insights.
 - Implemented AI chatbot, **reducing manual queries by 60%** and **speeding up response time by 40%**.
 - Leveraged Freshdesk and Quicksight to extract insights**, improving customer engagement and satisfaction.

PROJECTS

- GTM Strategy for quick commerce companies in Tier2 and Tier3 Cities** March 2021
Tools: [Machine Learning, Online Interviews, Python, Excel]
 - Conducted primary and secondary research on consumer behaviour of tier1 and tier 2 cities.
 - Developed strategies to increase brand value through word of mouth among people with market bundle.

SKILLS

- Technical Skills:** SQL, Python, C, Excel, AWS, Machine Learning
- Management Skills:** Marketing, Consulting, Project Management, Six Sigma
- Tools:** JIRA, Figma, Power BI, Visual Studio, SEMrush

CERTIFICATIONS

- Managing Projects with Microsoft 365**, [LinkedIn](#) Oct 2023
- Business Analysis Foundations: Business Process Modelling**, [LinkedIn](#) Oct 2023
- Effective Decision Making: Dealing with business Complexity**, [edX](#) Dec 2021
- Marketing Innovative Products and Services**, [edX](#) Dec 2021

ACHIEVEMENTS

- Secured a Rank in the Top 1% of 35,000+ candidates** in Karnataka PG CET with a state rank of 343.
- 1st Runner-up among 300+ teams** in a consulting case competition organized by XLRI Jamshedpur
- Winner among 200+ participants** in Brandbook competition held by KJ Somaiya Institute of Management

POSITIONS OF RESPONSIBILITY

- Prabandhan Committee Coordinator**, IIT Kanpur
Sep 2024 - Present

INTEREST AND HOBBIES

Travelling Reading Cooking Sudoku