

# Ankit Kumar

Business Comm. & Marketing Consultant

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## Who is Ankit?

An INTJ person, who is observant and has a good business acumen. Responsive and responsible by nature, and always quick enough to give effective solutions to the hardest problems. With a total of 36 months of professional work experience and 9+ months of entrepreneurial stint into business communication and marketing consulting, he brings technical and business knowledge and experience from different sectors to the table. As a strong communicator and negotiator, who can build an effective relationship, he specializes in finding creative, innovative, and sustainable solutions to the toughest problems.

## Work Experience Details

<b>BigTree Marketing Consultants</b> <b>Business Comm. &amp; Marketing Consultant (Founder)</b>	<b>Jan 2020 – present</b>
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With his passion into solving business communication problems, Ankit started his marketing consultancy in January 2020. Since then he has worked with several startups and small businesses in creating marketing strategies and solving several business growth and communication problems. He created his consultancy's online presence from ground up, doing almost everything (website building, team hiring, doing client works, business development, content writing and management, among others). Visit [www.bigtreemarketing.biz](http://www.bigtreemarketing.biz) to know about the consultancy and about his work. You can also look at his LinkedIn [profile](#) to know more about his skills.

<b>Kotak Mahindra Prime Limited</b> <b>Deputy Manager- Car Finance</b>	<b>5 months</b>	<b>May 2019 – Oct 2019</b>
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He served as a Relationship Manager- Deputy Manager in Kotak Mahindra Prime Limited in the Car Loan- Direct Sales department at Hyderabad.

<b>S.K Enterprises</b> <b>Sales and Marketing Manager</b>	<b>12 months</b>	<b>April 2016 – April 2017</b>
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Ankit served at a FMCG dealership to learn about the business and its aspects before going for his MBA.

<b>Infosys Ltd.</b> <b>Systems Engineer</b>	<b>19 months</b>	<b>August 2014 – March 2016</b>
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He was campus placed at Infosys after his graduation. Ankit was trained in JAVA and Mainframe Technologies.

## Internship / Project Details

<b>Infosys Ltd.</b>	<b>4 months</b>	<b>Jan 2014 – May 2014</b>
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Invited by Infosys Ltd. for the last semester engineering project.

<b>InterviewBuddy</b>	<b>5 months</b>	<b>Dec 2017 – April 2018</b>
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Served as the Campus Ambassador for InterviewBuddy at IFMR GSB-Krea University.

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## MBA Summer Internship Details

Bank of Baroda	2 months	April 2018 – May 2018
Marketing Summer Intern		

- His summer project was “*Enhancement of User Interface (UI) & User Experience (UX) of Bank's Website*”.
- The expected deliverables were ‘**Validation & Gap Analysis** of the SEO Audit done by the Bank, Evaluating the best practices in UI/UX of website by Peer Comparison and Recommendation for the website based on the study and **implementation plan**.’

## Academic Details

Degree	University/Board	Year	Percentage/CGPA
PGP – MBA	IFMR GSB- Krea University	2017 - 2019	2.54/4.33
B.Tech (IT)	Hindustan University	2010 - 2014	7.52/10

## Professional Certifications

- **Digital Marketing Certification** from Internshala
- **Inbound Marketing Certification** from Hubspot Academy
- **Content Marketing Certification** from Hubspot Academy
- **Email Marketing Certification** from Hubspot Academy
- **Lean Six Sigma Green Belt** Certification by KPMG

## Achievements and Awards

- Awarded bronze medal in French Language Certification Course by Department of Foreign Languages, Hindustan University.