

# ANKIT KUMAR

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## WORK EXPERIENCE

Analytics Team Lead,  Detailing Mavericks   Patna, India	<ul style="list-style-type: none"><li>Collaborated with functional groups and leadership to evaluate, prioritize, plan, and executed new projects related to <b>SEO and Google Analytics</b>.</li></ul>
Sales Advertising Job Simulation   The New York Times (Forage)	<ul style="list-style-type: none"><li>Researched a potential client and developed compelling cold email outreach to secure initial sales conversation at The New York Times</li></ul>
Sales Operation Job Simulation   PepsiCo (Forage)	<ul style="list-style-type: none"><li>Coached a team member on resourcing and <b>planning</b> a retail display set up</li></ul>
Economic Development Job Simulation   Forage	<ul style="list-style-type: none"><li>Completed a job simulation where I acted as a Council team member, and completed tasks relating to <b>event promotions</b></li></ul>

## EDUCATION

**KR Mangalam University** | BCA (AI And Data Science), Gurugram | September 2022- Present

## ACHIEVEMENTS

<b>Ranked 4th among 660+</b> registered participants in the Gains Quest Quiz by Aryabhata college Delhi University
Exceeded to the 2nd round of Entri via Business Quiz by <b>IIT Indore</b>
Participated in TATA Crucible Campus Quiz in which more than 200000+ people were registered
<b>Selected and Started Community Builder Path as a Student Ambassador of Microsoft Learn</b>
<b>Campus Ambassador</b> for summer of code extended program of Girl script

## QUALIFICATIONS

HP Life Courses	Learn Growth Engine for Business, Target Audience, Unique Value Proposition, The Art of Selling, <b>Effective Leadership</b> , Cash Flow	Gained insights about business and how sales operate, the basics of <b>finance, fintech industries</b>
TCS Ion Career Edge	Young Professional by TATA	Learned about Corporate culture,
Google	Fundamentals of <b>Digital Marketing</b>	Learned everything about digital marketing and <b>social media marketing</b>
IIDE	<b>Funnels in digital media</b>	Learned how digital media works
IBM	Certified Big Data Engineer	<b>Apache, SQL, Hadoop, SQOOP</b>
HubSpot Academy	Email Marketing	Learned how Email works
HubSpot Academy	Search Engine Optimisation	Learned real life skills for enhancing website presence online
SEMrush Academy	Social Media Marketing	Understood whole social world

## SKILLS

Microsoft	Excel, PowerPoint, Office, Word
Marketing	Digital Marketing, Inbound Marketing, Email Marketing
Business Analysis	<b>Power BI, Tableau, SEO</b>
Technology	<b>Python, Blockchain, Trend Tracking</b>
Data Analytics	<b>SQL, PostgreSQL, Google Analytics</b>