

Contact

8860942267 (Mobile)
ankit95092@gmail.com

www.linkedin.com/in/ankit-arora123 (LinkedIn)

Top Skills

Leadership
Microsoft Word
Microsoft PowerPoint

Certifications

Inbound Marketing

Honors-Awards

Scholarship

Ankit Arora

Management Trainee @ Pidilite | MDI Gurgaon |DCE/DTU
India

Experience

Pidilite Industries Limited
Management Trainee
August 2020 - Present (1 month)

Illumina: The Market Research Club of MDI Gurgaon
Secretary
January 2019 - February 2020 (1 year 2 months)
Gurgaon, Haryana, India

Illumina is the Disguised Market Research Event Club of MDI, Gurgaon running since its inception in 1997. I am responsible for conducting one of MDI's legacy events, Illumina - which looks to delve into the consumer psyche in a disguised format of market research. I will be heading a team of 42 students managing a budget of 20+ lakhs, and overlooking Corporate Connect, Event Management, Promotion and Branding.

Management Development Institute
Senior Student Council
January 2019 - February 2020 (1 year 2 months)

Hindustan Uniliver Limited
Live Project Intern
October 2019 - October 2019 (1 month)
Gurugram

Consumer Behaviour, Triggers & Barriers for Soup Consumption

Pidilite Industries Limited
Summer Trainee - PPO
April 2019 - May 2019 (2 months)
Mumbai, Maharashtra, India

Received a Pre Placement Offer for excellent work during the internship

Sanskriti - The Cultural Club of MDI
Senior Core Team Member
August 2018 - January 2019 (6 months)

TransOrg Analytics

Analyst-Client Development

June 2017 - June 2018 (1 year 1 month)

Gurugram

1. Carried out end to end execution of a webinar as a part of the inbound marketing strategy of the company.
2. Generated over 10 collaterals for different business verticals including case studies, white papers, solution briefs
3. Prepared blogs as a part of content marketing strategy.
4. Single-handedly co-ordinated with a pharmaceutical client, developed KPIs relevant to their business, developed solutions for them
5. Delivered product demos to prospective clients of the level of VP's, Marketing Heads etc.
6. Understood client's priority areas to conceptualize and propose relevant analytics solution

Asian Paints

Winter Intern

December 2015 - January 2016 (2 months)

Greater Noida

Carried out Strategy analysis and Sales forecasting for Asian paints Pvt Ltd.

Education

Management Development Institute

MBA - Master of Business Administration, General

Management · (2018 - 2020)

Delhi College of Engineering

Bachelor's degree, Production and Industrial Engineering · (2013 - 2017)

Nc Jindal Public School, New Delhi

12th, Science · (2011 - 2013)

Nc Jindal Public School, New Delhi

10th, Science · (2009 - 2011)