



# MAYANK RANJAN

STUDENT

## CONTACT

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## EDUCATION

- Open Minds A Birla School,  
Patna - 10th - 85%
- MS Memorial Academy,  
Patna - 12th - 75%
- IIM Bangalore - 1st Year
- PW-IOI - 1st Year
  - Bachelor of Business  
Administration - Digital  
Business & Entrepreneurship  
(BBA-DBE) - 1st Year

## SKILLS

- Digital Marketing
- Excel / Google Sheets
- Teamwork
- Research
- Content Creation
- Effective Communication
- Design Thinking
- Content Creation
- Social Media Management

## LANGUAGES

- English
- Hindi

## PROFILE

My name is Mayank Ranjan, a first-year BBA student specializing in Digital Business and Entrepreneurship at IIM Bangalore and PW Institute of Innovation, Bangalore. I began my academic journey at Open Minds - A Birla School, where I cultivated a strong foundation in learning and developed a curiosity for innovation that continues to shape my aspirations.

Beyond academics, I am deeply passionate about content creation and design. I express my creativity through my YouTube channel, where I create engaging content on technology, tips, and tricks, aiming to educate and entertain my audience.

Currently, I am gaining valuable professional experience through part-time roles with two dynamic startups. At Roots & Ink, I work as a marketing intern, contributing to social media management and content creation to enhance the company's digital presence. Simultaneously, at EnterConnect, I serve as a research analyst.

In addition to these roles, I am an Internshala Student Partner, promoting opportunities that encourage skill development among students. These diverse experiences have helped me build expertise in understanding customer needs, analyzing market trends, and driving business growth, all of which align with my entrepreneurial aspirations in the digital business realm.

## WORK EXPERIENCE

- EntreConnect** 2024 - PRESENT  
Research Analyst
  - Research Analyst Analyzed market trends to identify emerging opportunities and industry shifts.
  - Identified potential clients by researching and evaluating target markets.
  - Collaborated with the marketing team to align campaigns with industry insights and audience preferences, ensuring strategic impact.
- Techie Dost** 2020 - PRESENT  
Content Creator
  - Produced and uploaded over 600 videos on YouTube, encompassing both short and long-form formats, with 5+ years of experience in content creation.
  - Achieved 4,000+ views on a single long-form video despite having fewer than 150 subscribers, showcasing a deep understanding of audience engagement and content optimization.
  - Demonstrated proficiency in leveraging social media algorithms to maximize visibility and reach.
- Roots & Ink** 2024 - PRESENT  
Marketing Intern
- Internshala Student Partner** 2024 - PRESENT
- Class Representative at PW-IOI** 2024 - PRESENT
- Core Member - Content Creation Club** 2024 - PRESENT  
At PW-IOI