

Anshu Singh

Female, 22



Patna Software Solutions		Member - Digital Marketing Club	General Management
EDUCATION			
Year	Degree	Institute/School	% / CGPA
2022-2024	MBA	IIM Jammu	-----
2020	B.Sc.	Sumitra Mahila College	72
2017	Class XII (CBSE)	Cambridge Senior Secondary School	74.6
2015	Class X (CBSE)	Cambridge Senior Secondary School	9.8/10
WORK EXPERIENCE			
		Patna Software Solutions	Mar '21 - Jun '22
Assistant Manager (Marketing & Sales)	<ul style="list-style-type: none">Increased customer retention by 14% over successive quarters in 6 districts of BiharCollaborated with ARK Infosolutions Pvt Ltd., worked for order processingAssigned authorized license of CorelDraw (design Software), handled almost 200+ licensesWorked in managing customer relations, responsible for end-to-end client interactionAnalyzed sales data of hardware and software products of Patna Software SolutionsAttended a two-week workshop on process optimization by collaborating with teams from multiple business units of ARK Infosolutions Pvt. Ltd in Delhi & Mumbai region		
LIVE PROJECT			
		Finlatics - Fincrx Tech LLP	Sep '22 - Feb '23
Financial Markets Experience Program Intern	<ul style="list-style-type: none">Identified stocks with high potential; Selected Nestle among them & conducted market researchInvested virtual money in different companies and analyzed their growth over the durationAchieved 86.95 Finscore; Calculated by comparing portfolio's performance with BSE 500 indexAnalyzed Financial information like Revenue & Expenditure, Ratios, etc., of various companies.		
ACADEMIC PROJECT			
Market Research of Red Bull	<ul style="list-style-type: none">Conducted market research by analyzing competitors' offerings & identifying gaps in servicesAnalyzed customer preferences by collecting primary research data from 300+ peopleEvaluated the results & benefits of Red Bull to change customer perspective about the product		
Smart Automation	<ul style="list-style-type: none">Designed an innovative automated monitoring system for user convenienceAnalyzed 100+ data points from multiple demographics regarding Smart AutomationUtilized the STP framework to identify potential customers for Smart Automation		
CERTIFICATIONS			
<ul style="list-style-type: none">Certified in Complete Introduction to Business Data Analysis from UdemyCertified in Project Management from SkillUp			
POSITION OF RESPONSIBILITY			
Member - Digital Marketing Club, IIM Jammu	<ul style="list-style-type: none">Successfully organized engaging and informative quizzes & guest sessions on digital marketingAnalyzed club content to evaluate its effectiveness and identified areas for improvementDemonstrated a strong understanding of various digital marketing tools & techniquesDeveloped proficiency in using SEMrush tools for keyword analysis & competitive research		
EXTRACURRICULAR ACTIVITIES			
<ul style="list-style-type: none">Participated in Round 1(Qualifier): Online Quiz-Business Track of Flipkart WIRED 6.0.Inter-Class Debate Competition 2016-17 - WinnerShot Put (Girls) - 2016 - 2nd Position.Shot Put (Girls) - 2015 - 1st Position.			
INTERESTS			
<ul style="list-style-type: none">Reading NovelsTravelingMusic & Cooking			