

Nikhil Anand

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nikhilanand.me

EDUCATION

Berklee College of Music

Candidate for Master of Arts in Global Entertainment and Music Business

Valencia, Spain

09.2020 - 07.2021

Babson College

Bachelor of Science in Business Administration

Wellesley, MA

09.2016 - 05.2020

Exchange Programs: Bocconi University (Milan, Italy); Rotterdam School of Management (Rotterdam, Netherlands)

Franklin W. Olin College of Engineering

Certificate Program in Engineering Studies; Computer Engineering

Wellesley, MA

09.2017 - 05.2020

RELEVANT EXPERIENCE

T-Series; Record Label & Film Production

Intern

REMOTE

01.2021 - Present

- Report analytics for company's YouTube channel, totaling 168+ million subscribers and an average of 17-million daily views

Jingle Punks; Production Music Library & Creative House

Business Development Intern

REMOTE

09.2020 - 12.2020

- Completed a financial analysis of 4+ years of data to identify norms, emerging trends, and customer segments of the company
- Supported Royalty Team with rights assignment and cue sheet reconciliation, assuring accurate earnings from placements
- Assisted Production Team by writing music briefs to keep our library fresh and suggesting music for various client projects

SeatGeek; Live Event Ticketing

Growth Marketing Intern

New York, NY

06.2019 - 08.2019

- Implemented new data tracking initiatives lacking in company reporting to help better understand customer behavior and usage
- Based on improved data our team of 4 conceptualized a new strategy for the company referral program - emphasizing CRM, paid social, and push notifications - driving an incremental 1,600+ referrals (+13% YoY) over the course of the 3 month internship
- Created, delivered, and handled weekly reporting of various concert and MLB paid social campaigns maintaining a 130% ROAS, totaling 2.1 million impressions with a \$7.72 CPI on a \$15,000 budget
- Completed an audit of the company's App Store optimization (ASO), and SEM strategies by examining keyword metadata, creative, copy, and bidding; leading to a better understanding of spend across growth channels and cost of acquisition

Jinn LLC.; Digital Consulting & Software Development

Head of Project Management; Employee #1

Boston, MA

11.2016 - 09.2018

- Standardized company hiring process with custom development and design challenges, application workflow, and onboarding packages leading to 120+ new applications in company pipeline
- Hired and managed over 40+ developers and designers across the world to launch 11 client projects and various internal products
- Identified new technologies and frameworks to invest in by analyzing industry trends and conducting competitor analyses
- Formalized interactive UI Prototypes, suggested technical architecture for projects, and wrote internal research white-papers

RELEVANT PROJECTS

What's My Stream; Music Streaming Calculator

Web App (ReactJS)

Team Size: 2

Created: 2020

- Built and designed a music streaming calculator to model artists' revenues based on streams, deal types, costs, and DSPs

MISC.

Seminar Instructor; *Behind the Playlist: Music Business 101*

Babson College

Wellesley, MA

11.2019 - 03.2020

- Selected by faculty and school administration to create and teach a music business course to undergraduate students
- Filled 18 of 20 seats, helping students conceptualize music recording, publishing, touring and marketing; and participate in a capstone consulting project with 5 artists from Small Town Records

SKILLS & CERTIFICATIONS

Programming Experience: R, JavaScript, ReactJS, SQL, HTML5, CSS3, Python

Skills: Hindi (Native), Spanish (Intermediate), Tableau, Looker, Adobe Photoshop, Sketch

Experience With: Google Analytics, Apple Search Ads, Agile Methodology, Jira, Confluence, Facebook Ads Manager, Google UAC

Certifications: Youtube Music Certification

Able to work in USA and India (Dual Citizenship)