

# Apurva Umesh

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## WORK EXPERIENCE

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**Byju's**

**June 2021 – Sept. 2022**

***Product Expert/Senior Student Success Specialist***

***Bangalore***

- Proficiently facilitated student onboarding via phone, delivering comprehensive program usage guidance and maintained regular communication with the students, ensuring a smooth and effective learning journey.
- Provided professional guidance to students, tailoring educational plans to their goals, schedules, and needs.
- Spearheaded the development, execution, and management of academic program-specific retention and transition strategies.
- Effectively managed escalations, fostering strong working relationships between sales, logistics, and technical teams.

**Pyxis**

**June 2020 – Dec. 2020**

***Digital Marketing Intern***

***Bangalore***

- Proficiently managed Facebook's dashboard, optimizing marketing campaigns with in-depth knowledge of its functionalities.
- Data-Driven Strategies: Acquired extensive knowledge of diverse marketing strategies, implementing data-driven, results-oriented approaches.
- Conducted reporting for multiple clients, delivering detailed insights and analysis. Developed weekly presentations showcasing campaign outcomes and key performance metrics, ensuring effective communication with clients and stakeholders.

**Odobiz**

**Nov. 2019 – May 2020**

***Junior Producer***

***Bangalore***

- Stayed current with industry trends and best practices in public opinion technologies through research. Presented creative ideas for conferences and training programs, showcasing forward-thinking.
- Actively communicated with delegates via phone and email, ensuring clear project details and building strong client relationships.
- Managed B2B client relationships, focusing on promotions and favorable trade terms to enhance partnerships. Additionally, provided thorough phone-based onboarding support for students.

## SKILLS, TOOLS, INTERESTS & LANGUAGES

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- **Skills:** Problem Solving, Analytical Thinking, Leadership, Adaptability, Customer Service, Client Engagement, Time Management, Teamwork
- **Tools:** Salesforce, Zendesk, Leadsquared, MS Office.
- **Interests:** Traveling; movies; music.
- **Languages:** English; Kannada; Hindi.

## EDUCATION

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**Vidhya Ashram First Grade College, Mysore**

**May, 2018**

***Bachelor of Commerce***