

Ankush Mathur

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EDUCATION			
Year	Degree	Institute	%
2018 - 2021	Bachelors of Science (Mathematics)	Hindu College, Moradabad	60.07
2018	Intermediate ISC	SpringFields College, Moradabad	71.50
2015	High School ICSE	SpringFields College, Moradabad	72.50
ACADEMIC ACHIEVEMENTS			
Certifications	<ul style="list-style-type: none">Completed 4 courses including Social Media Marketing, Seo, Google ads, Meta ads, Email marketingCompleted Course by Export Promotion Council for handicrafts and learnt intricacies of international marketsGood grasp of Ms office applications including excel, powerpoint		2023
Academic Exams	Got TCS NQT 85% marks in their cognitive test of 2023		2023
	Got a score of 72% marks in TCS NQT domain specific		2023
Competitive Exams	Secured an overall 94.584% ile in SNAP out of 1.3 lacs students. Eligible for 13/15 colleges		2023
	Secured an overall 94.87 % ile in XAT out of 2 lakhs students; 95.50 % ile in verbal ability		2024
INTERNSHIP PROJECTS			
Skropay Pvt. Ltd.	<ul style="list-style-type: none">Surpassed user acquisition targets by 25%, achieving a 40% conversion rate and over 1,000 sign-ups in three months.Boosted sign-ups by 30% and engagement by 15% through targeted marketing and A/B testingIncreased user satisfaction by 20% using feedback from 500+ users.Achieved 70% retention and reduced churn by 25% via data-driven strategies and cross-team collaboration.		
Hamari Pahchan NGO	<ul style="list-style-type: none">Promoted brand image for NGO.Increased visibility through targeted campaigns.Engaged community, boosting awareness by 30%.Supported fundraising efforts despite limited funds.		
Careers360	<ul style="list-style-type: none">Managed brand image, driving sign-ups through QuoraIncreased brand visibility on Quora, reaching 10,000+ views monthly.Leveraged Quora to boost college predictor sign-ups by 25%.Enhanced user engagement by 20% via targeted Quora content.		
Projects worked on my own .			
Millet Noodles GTM Strategy for Maggie	<ul style="list-style-type: none">Identified Target Market: Targeted affluent, health-conscious individuals aged 8-40 in Tier 1 and Tier 2 cities.Promotion Plan: Executed comprehensive promotion through TV commercials, digital marketing, in-store promotions, and health events.Product Positioning: Positioned Millet Noodles as a premium, health-focused product with green premium packaging.		
Airline Launch Analysis through Digital Marketing	<ul style="list-style-type: none">Digital Marketing Channels: Focused on social media, SEO, PPC, content marketing, and influencer partnerships for effective market penetration.Localized Strategy Implementation: Designed localized content and campaigns to resonate with target audiences and enhance brand engagement.Market Selection Criteria: Developed criteria for selecting international markets, focusing on market size, competition, economic stability, and digital potential.		
Financial Analysis for Asian Paints	<ul style="list-style-type: none">Cost Optimization: Suggested leveraging economies of scale and improving supplier terms to reduce costs.Operational Efficiency: Identified opportunities for improving operational efficiency to enhance EBITDA.Strategic Investments: Proposed strategic investments in technology and innovation to sustain long-term profitability. Strategic Investments: Proposed strategic investments in technology and innovation to sustain long-term profitability.		
Key Skills			
Tools and area	<ul style="list-style-type: none">CanvaDigital MarketingSEOFacebook , Instagram, LinkedIn, TwitterAdsSearch Engine OptimizationSEMSemrush	<ul style="list-style-type: none">MailchimpAhrefsGoogle AdsKeywords research	