



ANKITA MAHLI

> **SOCIAL MEDIA
MARKETING SPECIALIST**

CONTACT

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PERSONAL INFO

I call myself an autodidact and I'm a constant learner. I believe waking up in the morning and ready to work requires fire in your belly and it happens only when you love your job. What I'm good at is dealing with clients which helps me understand their burning problem and provide the right solution and achieving accelerating results through marketing.. Scaling businesses to new heights, creating values and exploring gives me a dopamine hit.

I strongly believe once you know your client, once you know what they want then you're halfway there.

EDUCATION

Integrated M.tech in Energy Engineering
Central University of Jharkhand
2014-2019

CERTIFICATION

*UDEMY Coursenvy - Facebook Ads &
Facebook Marketing Mastery 2023*
2023

SKILLS

- Facebook & Insta Advertisement
- Copywriting
- Reports, tracking & Metrics
- Content Strategizing
- Market research

CURRENT

Social media marketer at Vanaha

EXPERIENCE

Business Consultant **2023-Present**
Bada Business

- consulting clients dealing with current issues in their business with need analysis done prior to pitching company's product.

M.tech Project **2018-2019**
CSIR-CGCRI

- Visible light-driven photocatalytic Hydrogen generation

IIT Kharagpur (PhD dropout) **2020-2022**

- Enrolled in Energy science & engineering dept and worked on WS2 material for sodium ion based hybrid capacitors

PUBLICATION

- Nanotechnology-Assemble of Bi-doped TiO2 onto 2D MoS2 - Published 15 February 2021

INTERNSHIP

2 weeks (JULY,23) at Sccrum Labs as digital marketing executive intern