

Apurva Ambekar

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EXECUTIVE SUMMARY

- Highly motivated, multilingual professional with work experience in US, Japan & India
- A competent leader with strong vision to achieve successful outcomes & ensuring completion of project deliverables
- A fast learner who is always looking to take on new challenges & gain new skills
- Excellent interpersonal & communication skills. Able to coordinate & work effectively with people from diverse backgrounds

CORE SKILLS

Technical:

Microsoft Office
Google Analytics
Microsoft Power BI
Canva

Languages:

English (Native)
Marathi/Hindi (Native)
Japanese (N3)
Korean (Intermediate)

PROFESSIONAL EXPERIENCE

Fridge Magnets, Pune, India (Travel)

Apr 2023 – present

Business Development Executive

- Developed, executed & optimized marketing campaigns across multiple channels, including Google Ads, Facebook, Instagram & email marketing
- Analyzed campaign results & KPIs to optimize various business processes using Google Analytics
- Completed multiple travel tours successfully & received positive feedback from clients for delivering exceptional services

DRIM, WFH, India (Influencer Agency)

Oct 2023 – Jan 2024

Influencer Manager

- Successfully recruited & managed a portfolio of 200 influencers on Instagram & YouTube
- Managed influencer communication, addressing inquiries, providing campaign details & negotiating terms

MAHLE Electric Drives Japan, Shizuoka, Japan (Manufacturing/Auto)

Jul 2021 – Dec 2022

Assistant Manager (Controlling/Business Planning)

- Managed all sales analysis, including sales bridge, product volume mix & forecasting, as part of monthly reporting to upper management (local & global)
- Implemented data analysis for identifying loss making products/customers to reduce 800 MJPY loss as part of the business planning department
- Collaborated with the global BU claim management board to improve KPIs such as gross margins & return on sales
- In charge of monthly performance & R&D reporting to upper management in Germany

INSIGHT LAB, Niigata, Japan (Service/ Data Analytics)

Feb 2021 – Feb 2021

Intern

- Performed data collection & analysis using Microsoft Power BI
- Developed service & marketing solutions for market expansion & increasing sales for clients
- Created dashboards & reports to provide actionable insights to stakeholders

Hatago Isen, Niigata, Japan (Service/ Japanese Inn)

Jul 2020 – Jul 2020

Intern

- Conducted market research & analyzed business competitors to ideate innovative inbound marketing campaign including SEO & social media optimization
- Developed customer centric digital marketing & business activity plan for attracting international customers

EDUCATION

International University of Japan, Niigata, Japan

Sep 2019 - Jun 2021

MBA in International Management

Northwestern University, Evanston, USA

Sep 2011 - Dec 2012

Master of Science (Biotechnology)

OTHERS

- Teaching Assistant for Marketing Management course: Supervised class of 50 students, assisted & monitored students individually & in groups
- Research Assistant for Digital Marketing project: Monitored & analyzed competitor business school's social media platforms using Google Analytics & improved IUJ's social media promotion strategy

CERTIFICATIONS

- Successfully completed Semrush SEO crash course certificate
- Successfully completed the Google Analytics for Beginners certificate course