Ankit Kumar Shrivastava

Marketing, Systems and Data Analytics

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CERTIFICATION

- Marketing Analytics, University of Virginia
- Business Intelligence and Data Analytics: General Insights, Macquarie University

SKILLS SETS

- MS Excel
- MS Office
- Tableau Public

PERSONAL INFORMATION

Date of Birth
10th Dec 1998

Languages Known
English and Hindi

Home Address
Near SBI Bank- Narainiya, Mirganj, Gopalganj
Bihar

ACADEMICS

PGDM - Marketing & System 2019-21, SDMIMD, Mysuru	2.58/ 4.0
BBA - Marketing 2019, Lovely Professional University	59.94%
Class XII 2016, Dr Rajendra Prasad High School	65.6%
Class X 2014, DAV Centenary Public School	66.5%

INTERNSHIP PROJECT

Goose Consulting Group- "State of MarTech in India – 2020"
April'2020– June'2020

- Did a market research to know the state of marketing Technology in India 2020
- Learn Different tools for data visualization of the MarTech data and tried data story telling.
- Attend three Global Marketing events representing the company as an intern

Mahindra & Mahindra- Advertising and promotional activity
June'2019-July'2019

- Assisted the company on providing the demo of vehicles.
- Assisted the company in their promotion and advertisements.
- Assisted the company in selling services.

SOCIAL RELEVANT PROJECT

- Did SRP in Arivu Educational and Cultural Trust.
- Did a survey for branding of non- profit organization.

ACHIEVEMENTS & EXTRA CURRICULAR ACTIVITIES

Achievements
- Winner of 3rd prize in badminton match, LPU, 2018
- Awarded as Man of the match performer in cricket, DRP, 2015

Extra-Curricular Activities
- Volunteered to organize the International Conference on Value Driven Marketing, SDMIMD, 2019
- Volunteered to organize the International Conference on Managing Human Resources at the Workplace, SDMIMD, 2019

Hobbies
- Playing Cricket
- Listening Music