



# ANKUSH BANSAL

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## QUALIFICATIONS

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- IILM UNIVERSITY GURUGRAM** **MAY 2021**
  - Pursuing Master in Business Administration SGPA-8.4(Year-1)
- MULTANI MAL MODI COLLEGE PATIALA (AFFILIATED TO PUNJABI UNIVERSITY)**
  - Bachelors in Commerce (HONOUR`S) Secured 70% **MAY 2019**
- SCHOOL: D.A.V CENTNARY PUBLIC SENIOR SECONDARY, MANSA**
  - Secured 78% in 12<sup>th</sup> grade CBSE National Wide Examination. **MAY 2016**
  - Secured 74% in 10<sup>th</sup> grade CBSE National Wide Examination. **APRIL 2014**

## INTERNSHIP

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- Kellogg's** **MAY 2020-JULY 2020**
  - Knowing the customer awareness about these two products - Pringles and Granola.
  - To get orders from retailers and closely studied their purchase behavior.
  - Converted 84% of 500 approx. of the retailers.
  - Studied the distribution channel in particular areas.
- Dabur** **May2020-June2020**
  - Project on registering the Retailers on Government's portal i.e. Suraksha store.
- HOPZOP | Gurugram** **NOV 2019-JAN 2020**
  - Did a research on prevailing businesses in localities nearby.
  - Generated over 1600+ leads for HOPZOP for network expansion.
  - Created awareness in their pilot area of Gurgaon- through brochures and word-of-mouth.
- BABA FARID SEED FIRM PVT. LTD. | MANSA** **JUNE 2017-AUG 2017**
  - Creating strong relationships and helped in making products available in the rural area of Mansa.
  - Conducted 3 seminars and meetings with 47 farmers to discuss for achieving higher sale targets and created awareness of product among them.

## ACADEMIC PROJECTS

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- Marketing Plan | IILM**
  - Prepared a marketing plan to spread awareness about product of Colgate.
- Innovation and Sustainability | IILM**
  - Visited Berhampur village in Gurugram under Rural Project for Innovation and Sustainability course.
- Business Plan | IILM**
  - Innovated a Business plan for 'DOG DAY CARE' based for Chandigarh.
- Analyzing and Determination of retailers purchase Behavior and category development**
  - Done under Pringles and Granola

## CERTIFICATIONS

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- "The Fundamentals of the Digital Marketing" by Google Unlocked.

## LEADERSHIP EXPERIENCE

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- Organised ad-mad event as Core Member of Marketing Club, IILM University Gurugram.
- Organized 8 events as Core Member of Cultural Club, IILM University Gurugram.
- Handled all the excel sheets as Core Member of Placement Operations Team, IILM University Gurgaon.
- Social work leader for Blood donation camp and wheat grass juice distribution under Rotary Club, Mansa.

## SKILLS AND INTERESTS

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**Computer skills-** Microsoft-Office Products like MS-Word, MS-Excel etc.  
**Interpersonal Skills-**Team Player, Adaptive, Team spirit, Networking and Leadership  
**Interest-**Acting, Cycling and Social work.