

# Anurag Pal

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**Career Objective:** To be a part of an organisation where I can fully utilise my skills and make a meaningful contribution to the organization's success while also enhancing my individual development.

## ACADEMIC PROFILE

Degree	Institute	Year
MBA	Indian Institute of Information Technology, Allahabad	2020-2022
B. Tech	Shambhunath Institute of Engineering & Technology, Allahabad	2012-2016
Class XII (ISC)	Boys' High School & College, Allahabad	2012
Class X (ICSE)	Boys' High School & College, Allahabad	2010

## RELEVANT ACADEMIC COURSES

Corporate Finance, Digital Electronics, Accounting for Managers, Optical Communication, Marketing Management, Supply Chain Management, Digital Marketing, Consumer Behaviour, Strategic Management, Key Account Management, Total Quality Management.

## WORK EXPERIENCE

<b>Vardhan Consulting Engineers (Summer Intern)</b>	<b>Industry: Consulting</b> <b>Domain: Marketing Business Analyst</b> <ul style="list-style-type: none"><li>Analyzing the present scenario regarding Introduction of E-Learning Platform</li><li>Reviewing the growth rate for the business model.</li><li>Observing the data regarding competitor's strategy.</li><li>Identifying the target customer requirements.</li><li>Ways to approach &amp; engage with the target audience.</li><li>Performing Significant ways to analyse confidence levels among varied proportions.</li><li>Ways to take the feedback for continuous improvements as well as future perspective expansion approaches.</li></ul>	May 2021 - July 2022
<b>Capital Club Services Private Limited (Business Development &amp; Sales Executive)</b>	<b>Industry: Finance</b> <b>Domain: BDE</b> <ul style="list-style-type: none"><li>Assists the department head in carrying out digital marketing campaigns.</li><li>Works closely with the marketing head for digital promotions and other materials.</li><li>Conduct market research to find sales opportunities and assess client requirements.</li><li>Cold calling, networking, and social media are all effective ways to find new sales possibilities</li><li>Performed SWOT Analysis on the ongoing projects in order to rectify the errors and approach to obtain new opportunities.</li></ul>	January 2018 - December 2019

## TRAININGS

<b>CIVIL AVIATION TRAINING COLLEGE-AAI</b>	<ul style="list-style-type: none"><li>Process of the working of Air Traffic Controller for safe and secure aircraft landing.</li><li>Working Principles of Airport Authority of India.</li><li>Technicalities related to Signalling and automation for proper functioning and alignment of the ATC and the pilot of perfect landing and take-off.</li></ul>	June 2015 -
<b>HCL LEARNING LTD.</b>	<ul style="list-style-type: none"><li>How the Software assigned to embedded system works along with its functions to design the desired circuit to be implemented or printed over the PCB Clad in order to obtain the expected working board.</li><li>How the software helps in easily assembling the interconnections to be practically done ensuring minimal occurrence of error.</li></ul>	August 2015

## ACADEMIC & LIVE PROJECTS

<b>Academic Projects</b>	<ul style="list-style-type: none"><li>Study on effect of social media on Buying Behaviour of Consumer (with reference to Personal Care Product)</li><li>Smart Warehouse System for Supply Chain Consolidation (2022)</li><li>Expansion Approaches for Food Processing Industry in Uttar Pradesh</li><li>Wireless Health Monitoring System for uplifting the Health Sector (2016)</li></ul>
<b>Live Projects</b>	<ul style="list-style-type: none"><li>Prepared a <b>Go to Market Strategy</b> for an <b>E-Learning Platform</b> launch, understanding consumer's behaviour &amp; demand for product</li><li>Conducted <b>comparative analysis</b> of the old tax regime vs the new tax regime.</li><li>Conducted <b>qualitative data analysis</b> for the innovation in Marketing of Services with respect to Tourism in Uttar Pradesh</li></ul>

## SKILLS

<b>Technical &amp; Analytical Skills</b>	<ul style="list-style-type: none"> <li>● <b>Tools &amp; Utilities:</b> MS-Excel, MS-PowerPoint &amp; Word, Power-BI(Basic), SQL (Basic), basic programming in C.</li> <li>● Qualitative &amp; Quantitative data analysis, market research of industry &amp; comparative analysis.</li> <li>● Basic understanding of web analysis using Google Analytics &amp; Project Management.</li> </ul> <p>Content Writing, Basics of Lean &amp; Six Sigma.</p>
<b>Soft Skills</b>	Quick learner, Time Management, Decision Making, Critical Thinking, Problem Solving, Multitasking, Leading

#### CERTIFICATIONS

<b>Fundamentals of Digital Marketing</b>	Google Garage	2021
<b>Brain Hacking Presentation Skills</b>	Udemy	2021
<b>How to Make a Business Pitch</b>	IIIT Allahabad	2020
<b>Renaissance-an Entrepreneurship Summit</b>	MNNIT Allahabad	2015

#### ADDITIONAL INFORMATION

<p><b>Position of responsibility:</b> Elected as the <b>Head Coordinator</b> for cultural events and fests for the academic year 2015-2016</p> <p>Elected as the <b>Volunteer for Robotics Club</b> for the academic year 2014-2015.</p> <p><b>Volunteer Experience:</b> Volunteer with <b>Robinhood Army (NGO)</b>, delivering essentials to the needy such as food, clothing along with grooming the underprivileged for studies.</p>	<p><b>Language:</b> Hindi &amp; English</p> <p><b>Interest:</b> Travelling, Eating, Gaming, Writing, Volunteering.</p>
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