

Ashis Anshuman Das Mohapatra

Masters of Management Studies- Marketing

- 8850740231
- ashisanshuman123@gmail.com
- Mumbai, Maharashtra
- <https://www.linkedin.com/in/ashis-anshuman-596893122/>

Skills

- Good knowledge in Excel & PowerPoint
- Research Analysis & Reporting
- Interpersonal Communication
- Problem Solving
- Digital Marketing Analytics Basics
- Keyword Research & Paid Media

Certifications

- Google Analytics Individual Qualification (September, 2019)
- HubSpot Inbound Certification (July, 2019)
- Successful Negotiation Course Completion Certification Coursera (2019)
- Google Ads Search Certification (March, 2020)
- The Fundamentals of Digital Marketing- Google Digital Unlocked (April, 2019)

Education

Masters of Management Studies- Marketing
Welingkar Institute of Management,
Mumbai University, Mumbai.
2019-2021

B.Tech- Media, TV & Film Production
Punjabi University, Punjab.
2013-2017

Higher Secondary- +2 Science
KIIT Science College, Bhubaneswar.
2011-2013

About

A marketing enthusiast with creative problem-solving ability. A team player with a strong attention to detail to achieve thoroughness and accuracy when accomplishing a task. Highly motivated learner with fascination for new and emerging technologies in sales and marketing.

Business Exposure

Graduate Internship

Red Ice Films under Flying Entertainment as Assistant Manager (2 months).

HDFC Life Insurance Ad Film: September, 2016

Client: Leo Burnett

- Consulted with client for campaign requirements and presented cost.
- Dealt with legal permissions for filming in Madh Island, Mumbai.
- Coordinated with direction and production team for smooth execution of the project.
- Handled travel and hospitality for the client.
- Presented final budget for the client under Executive Producer's guidance.

HP Printer Ad Film: August, 2016

Client: BBDO

- Prepared production cost documents & presentation briefs.
- On set coordination with agency team.
- Prepared daily call sheets and ensured regular shooting.

Projects & Achievements

- Volunteer at Global Shapers Mumbai Hub (A WEF initiative).
- Successfully delivered **three live projects** for Sangam Smesco Pvt. Ltd.
- **Contingent Leader** from Welingkar Institute for IIT Bombay **E-Summit 2020**.
- **Certificate of appreciation** for the following B- School competitions:
 - **Campus finalist** for SBI Social Empowerment Case Study Challenge at **Purvodaya '20**, VGSOM, IIT Kharagpur
 - IIM Bangalore **VISTA** Case Study
 - Hero **Campus Challenge**
 - IIM Visakhapatnam **The Huckster – Complete AdMan** challenge
- Participated in 24 hours **Smart India Hackathon 2020** (Internal) challenge.
 - **Pitched** project prototype to the jury.
- Chief coordinator for Welingkar alumni meet up 2019.
- Worked on a hugely popular Punjabi web series (2018).
 - Developed project **planning and execution** roadmap.
 - **Social media promotion** on Facebook and Instagram.
 - Achieved more than **100 million views** on YouTube.
 - **Negotiated** with **U Dictionary** for title sponsorship.