

# AKANKSHA NAYAK

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## SUMMARY

MBA in Marketing professional with experience in sales, market research, and business development. Skilled in client engagement, digital marketing, and talent management, gained through internships at iMocha and Urban Company. Strong communication and analytical skills, with certifications in Sales Force Management, Market Fundamentals, and Excel for Data Analysis.

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## WORK EXPERIENCE

**Business Development Associate, Urban Company** **June 2020 - July 2023**

- Onboarded new partners, ensuring a smooth integration process into the platform.
- Managed documentation and training for new partners, maintaining accurate records.
- Oversaw city operations, coordinating activities to ensure seamless service delivery.
- Monitored and maintained the quality standards of existing partners, driving continuous improvement.

## INTERNSHIP

**Sales Intern, iMocha (Tecknack Techhnologies Pvt Ltd. )** **May 2024 - July 2024**

- Acquired in-depth training in the company's intelligence platform for talent management and acquisition, focusing on market research methodologies tailored for US companies.
- Demonstrated proficiency in outbound client communication through LinkedIn, supported HR in job description preparation, and actively participated in client meetings, contributing to report generation and MOM creation.
- Conducted comprehensive digital marketing, market research using LinkedIn and Google, gaining insights into HR personas and competitive landscapes, which informed strategic business decisions and client engagement strategies.

**Front Desk Intern, Apollo Clinic** **April 2022 - June 2022**

- Engaged with customers, addressing queries and offering support to enhance their experience.
- Facilitated patient check-ins, appointments, and maintained accurate records.
- Developed strong communication skills while interacting with patients and staff.

**Front Desk Intern, K. M. Memorial Hospital & Research Center** **Sept 2021 - Oct 2021**

- Managed customer interactions, providing assistance and addressing inquiries with competence.
  - Assisted in handling patient registration and appointment scheduling.
  - Ensured a welcoming and organized front desk environment for visitors.
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## EDUCATION

**MBA in Marketing (Pursuing)** **2023 - Till Now**

Sri Balaji University, Balaji Institute of Management & Human Resource Development  
Score - 71.25%

## **BBA in Hospital Management**

**2019 - 2022**

MAKAUT, Techno Main, Salt Lake

Score - 8.86 CGPA

## **XII - Commerce with Mathematics**

**2017 - 2019**

CBSE, Guru Gobind Singh Public School

Score - 76%

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## **CERTIFICATIONS**

- **The Power of Markets I: The Basics of Supply and Demand and Consumer Behavior from University of Rochester (October,2023).** (supply and demand, Elasticity and Consumer Behavior)
- **Sales Force Management Course from West Virginia University (August,2023),** learned sales force structure and sales strategy development
- **Excel Fundamentals for Data Analysis from Macquarie University (October,2023)** learned excel basics and formulas and formatting.
- **Lean Six Sigma Certification (March,2024),** DMAIC process and process mapping and value stream mapping.

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## **ADDITIONAL INFORMATION**

- **Languages:** English, Hindi, Bengali
- **Awards/Activities:** Team Leader of Art & Craft Team in AIYASWAMY Cultural Competition, 2023. (Team management and collaboration) | Won Essay Writing at College Level