

# Ankit Kumar (Marketing | IT)

🏠 Mohan Nagar, Ghaziabad, 201007 📞 +91 9507212336 [in linkedin.com/in/ankit-t-5b4092261](https://www.linkedin.com/in/ankit-t-5b4092261)  
✉ ankitkumar.pgdm23\_25c@its.edu.in

## Career Objective

I am a punctual and attentive individual with strong technical, sales, and marketing skills, currently pursuing studies in the marketing and IT domain. I am eager to apply my expertise in sales strategies, market analysis, and customer engagement in a dynamic work environment. My goal is to contribute to the growth of the organization while continuously learning, developing professionally, and driving impactful business results.

## Internship

### ITC Ltd. | Internship | Delhi NCR

13 May 2024 - 13 July 2024

#### Roles & Responsibility

- Identification & Expansion of Chemist/Cosmetic, Puja Outlets & Gift shops in service Base.
- Competitor Analysis.
- Promoting the newly launched SKU in market.
- Understanding Market & Problem.

### Dabur India Ltd. | Live Project | Surya Nagar, Ghaziabad, U.P

2 Jan 2024 - 31 Jan 2024

#### Sales Intern | Roles & Responsibility

- Responsible for Merchandising.
- Category Sales & Promotion.
- Product Awareness.
- Competitor Analysis.
- Collection of Stocks & Sales data through app.
- Customer experience survey.
- Collecting feedback from customers.

## Experience

### Maa Mathurasini Bangles | Giridih, Jharkhand | Sales Executive (B2B)

Jan 2022- June 2023

#### Roles & Responsibility

- **Promoted and sold products** to retailers, driving sales growth and product awareness.
- **Conducted regular market visits** on assigned routes and beats to strengthen relationships with retailers.
- **Identified customer needs** and market trends to recommend appropriate product solutions.
- **Resolved product-related inquiries** and issues to ensure customer satisfaction and loyalty.
- **Generated and managed sales orders**, ensuring timely fulfillment and delivery of products.
- **Oversaw product delivery processes**, coordinating with logistics to maintain service quality.

## Education

### Pursuing Post Graduate Diploma in Management.

2023-2025

I.T.S School of Management, Ghaziabad | 8.02 TGPA

### Bachelor of Arts (Hons.)

2019-2022

Binod Bihari Mahato Koyalanchal University, Dhanbad | 6.74 CGPA

### 12th | CBSE Board | 72.6%

2019

### 10th | CBSE Board | 9.6 CGPA

2017

## Technical Skills

- Canva
- MS office
- Tableau
- Python
- SQL

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## Soft Skills

- Communication
  - Ability to Adapt
  - Leadership
  - Team Work
  - Attention to detail
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## Certification

- Digital 101 Journey
  - Excel for Beginners
  - Pearson Me Pro (English Course)
  - Digital Marketing
  - Business Excel
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## Achievement

- President of “Digitalytics - The IT Club”
  - Overall Coordinator of 26th Convocation (PGDM 2022-24 Batch).
  - Secured 2nd position in Finance Club Activity.
  - Overall 100% Attendance Award (in 1st & 3rd Trimester).
  - Secured 2nd position in Paper Presentation (at District level).
  - Secured 3rd position in Paper Presentation (at Zonal level).
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## Hobbies

- Listening to Music
- Travelling
- Hindi Poetry Writing
- Watching Movies