



# ANIKA KAPUR

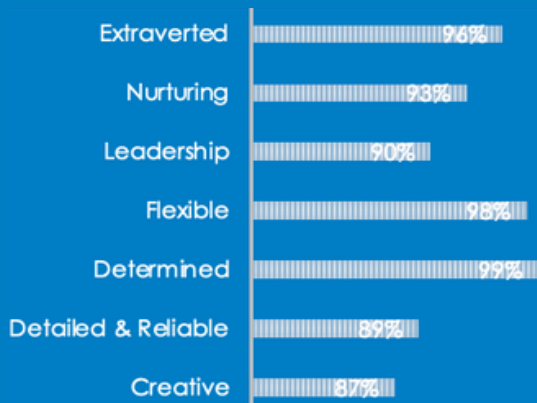
MBA student at IIM Jammu

## CONTACT

- +91 85952 81774
- anika.kapur2105@gmail.com
- Twitter
- LinkedIn
- Website

## SKILLS

(ASSESSED AS PER GALLUP'S CLIFTONSTRENGTHS AND RAY DALIO'S PRINCIPLES YOU TEST)



- Internship: Data Research & Analysis, University of Delhi
- Internship: Marketing Department; NMIMS
- Internship: Media & Communication Team; INSERCH Organ...
- Volunteer: NAAC Advisory Team, University of Delhi
- Volunteer: Content & Research Team; GirlUp Foundation



## ABOUT ME

A leader, a dreamer, and an innovator! As an IIM Jammu MBA student with 16 years of education, 11+ months of internships, and 18+ months of volunteering, I am known for my empathy, strategic thinking, and communication skills. My diverse management, math, and computer application background fuels my passion for data-driven problem-solving. I foster a burning ambition to become a global leader and consultant in investment banking, brand management, and business strategy while using data to create positive transformations and drive impactful change.

Through my experiences, I have honed strong leadership and management abilities, including team building, adaptability, and multitasking. My hard skills include data analysis, Python, and proficiency in Microsoft Office. My analytical approach, coupled with creativity, allows me to tackle challenges with out-of-the-box thinking. I believe in fostering a growth mindset for both myself and others, leading by creating collaborative environments. Committed to continuous learning, I plan to leverage my skills in consulting, development, and personal growth.

I'm a leader who uses the power of teams to navigate complex problems and achieve sustainable success. My focus is not just on achieving goals but on building a foundation for long-term success that benefits individuals, organizations, and the broader community. This commitment to sustainability drives my vision for a future where passions meet purpose, and personal growth aligns with the flourishing of organizations and the world.

## EXPERIENCE

### INTERN: DATA RESEARCH & ANALYSIS; ADMISSIONS

UNIVERSITY OF DELHI, DELHI, INDIA Sep 2022 - Nov 2022

#### Achievements/Tasks

- Leveraged statistical techniques and coding software to **collect, sort, analyze, and interpret data.**
- Working in the **Website and Technical team**, I ensured a fluent admission process for over **2.17 Lakh** prospective students.

### INTERN: MARKETING DEPARTMENT

NMIMS, MUMBAI, INDIA Jan 2022 - Mar 2022; Jun 2022 - Jul 2022

#### Achievements/Tasks

- Post conducting **primary and secondary research and competitor analysis**, defined and delivered a vision for the brand's social media and digital marketing performance.
- Actively contributed to lead generation and content creation, resulting in a **20% hike** in engagement across all platforms.
- Assisted in **three major projects** relating to market research, digital marketing and offline marketing management.

### INTERN: MEDIA & COMMUNICATION TEAM

INSERCH ORGANIZATION, DELHI, INDIA Jun 2021 - Sep 2021

#### Achievements/Tasks

- Devised **comprehensive internal & external communications strategies**, establishing KPIs focusing on targeted communication to help increase conversion rate by 17%.
- Utilized **digital marketing** tactics and contributed to **editorial and presentation** work of critical media outreach initiatives.
- Handled projects and collaborations and raised awareness for the cause, leading to a **7% increase** in quarterly donations.

## VOLUNTEERING

### VOLUNTEER: CONTENT & RESEARCH TEAM

GIRLUP FOUNDATION, PUNE, INDIA Oct 2020 - Aug 2021

#### Achievements/Tasks

- Actively involved in ideation, strategizing, and planning of over **25 events** and **4 major social media campaigns**, leading to a rise in social media engagement by **33%** and a **23%** spike in the active community when compared to the previous year.

