



CONTACT

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

SKILLS

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

Determined

Detailed & Reliable

Creative

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



ANIKA **KAPUR**

MBA student at

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 problemsolving. 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

- 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.



EDUCATION

8.29

MASTERS OF BUSINESS ADMINISTRATION INDIAN INSTITUTE OF MANAGEMENT JAMMU

Marketing Management • Business Communication

2020 - 2023

7.78

BACHELOR OF ARTS

(MATHEMATICS AND COMPUTER APPLICATIONS)

Database Management • Transportation &

COURSES & TRAINING

Nov 2023 - Dec 2023

BLOOMBERG MARKET CONCEPTS BLOOMBERG

Jun 2022 - Jul 2022

THE FUNDAMENTALS OF DIGITAL **MARKETING GOOGLE DIGITAL GARAGE**

May 2021 - Jul 2021

FUNDAMENTALS OF DATA SCIENCE & ANALYTICS

INSTITUTE OF INFORMATICS & COMMUNICATION, UNIVERSITY OF DELHI

INTERESTS

- Creative and Content Writing
- Anchoring & Public Speaking
- · Leadership & Management
- Networking
- Self-development

LANGUAGES

English

Full Professional Proficiency

Hindi

Full Professional Proficiency

VOLUNTEER: NAAC ADVISORY TEAM, COLLEGE

UNIVERSITY OF DELHI, DELHI, INDIA

Feb 2022 - July 2022

- Compiling, organising, and analysing massive amounts of data collected over the past 5 years
- Presented the collected data in front of the NAAC Committee, helping the institute increase its rating to 3.14 CGPA.

POSITIONS OF RESPONSIBILITY

COORDINATOR: INDUSTRY INTERACTION CELL INDIAN INSTITUTE OF MANAGEMENT JAMMU, JAMMU, INDIA

Achievements/Tasks

Aug 2023 - Mar 2025

- Actively involved in ideation, planning and execution of domain-specific webinars, offline sessions, Industry-Academia Meets and HR Conclaves with industry leaders.
- Coordinated HR conclaves for 50+ members and 20+ webinars helping bridge the gap between pedagogy & the industry.

COLLEGE UNIT PRESIDENT: NATIONAL SERVICE SCHEME UNIVERSITY OF DELHI, DELHI, INDIA Aug 2022 - May 2023

Achievements/Tasks

Led a team of over 100 volunteers, organizing 30+ events across 8 projects for 700+ underprivileged stakeholders

Directed several social projects, including imparting education to over 150+ slum children, planting 100 samplings and educating over 300 women about menstrual hygiene.

FOUNDER: MACSTAK, THE TECH SOCIETY

UNIVERSITY OF DELHI, DELHI, INDIA

Oct 2021 - May 2023

Initiated the society with a vision of developing necessary technical skills in 3000+ students every year

Organized over 45 workshops and competitions within a span of 2 years to technically educate students

ACHIEVEMENTS

Student Speaker: Indian **Parliament**

Spoke as a Student Speaker at the Indian Parliament on the birth anniversary of Dr. B. R. Ambedkar. 14th Apr 2023

Student Speaker: National Students Parliament

Was one of the Student Speakers at the 6th National Students **Parliament** 19th Jan 2019

Debater, Poet and Actor

Received multiple awards for debates, poetry, and acting competitions. Multiple

Best Organizer Award

Received the Best Organizer Award in undergraduate college years 11th May 2023

Merit Rank Holder: ICO

Merit Rank holder in the 10th **International Commerce** Olympiad 30th Nov 2018

Writer and Designer

Contributed to the editing and designing of multiple annual reports, booklets and editorials. Multiple

