



Ankita Nishad

Digital Engagement & Strategist.

I manage client and platform communications, ensuring efficient coordination and data flow across teams. My responsibilities include competitor research, market analysis, and reporting using tools like BARC and Comscore. I collaborate with cross-functional teams to address client needs and support planning efforts. Additionally, I maintain event calendars and track media opportunities across entertainment and OTT platforms.

Contact

Phone

9340386404

Email

ankitanishad9797@gmail.com

Location

Bengaluru, Karnataka

Education

2020-2022

MBA in Marketing & Finance

Bhilai Institute of Technology, Durg

2019-2020

PGDCA

DR. C.V. Raman University, Chhattisgarh

2017-2019

Bachelor of Commerce

Shri Shankaracharya Mahavidyalaya

Certification Course

2021

NISM Series V-A Mutual Fund

National Institute of Securities Markets

Pursuing

Quantitative and Qualitative Research
edX

Language

English

Hindi

Experience

July 2023- Present

Company Name | ITW Consulting Pvt. Ltd. Bengaluru

Key Accountabilities

- Client and Platform Communication: Manage client and platform communications, including internal data dissemination to team members, ensuring smooth information flow and operational efficiency.
- Competitor Analysis: Conduct in-depth competitor analysis through LinkedIn, news outlets, and other resources to identify new initiatives aimed at increasing revenue and sales growth.
- Data Analysis and Reporting: Perform data analysis using tools such as BARC, Sensor Tower, SimilarWeb, and Comscore to extract insights, draft comprehensive reports, and create actionable client deliverables.
- Client Relationship Management: Foster strong client relationships by addressing their requirements, providing tailored solutions, and ensuring client satisfaction.
- Cross-Functional Collaboration: Collaborate with cross-functional teams, including CRM, to support team objectives and achieve operational goals.
- Platform Engagement: Oversee platform engagement by coordinating with internal teams to develop new strategies and execute innovative plans.
- New Revenue Streams: Initiated a new vertical for mobile apps, successfully building a revenue stream and expanding business opportunities.
- Event and Calendar Management: Update and maintain calendars and rate cards for upcoming events and shows, setting quarterly strategies to drive business outcomes.
- Market Research and Strategic Planning: Conduct detailed research to analyze the offerings of entertainment OTT platforms and mobile apps, aligning media assets to client objectives and creating customized plans with optimal budgets.

July 2023- Present

Company Name | ITW Consulting Pvt. Ltd. Bengaluru

Key Accountabilities

- Identified and interpreted patterns and trends within data from diverse business units.
- Assessed data quality and eliminated irrelevant data to ensure accuracy.
- Led analysis of data discrepancies and recommended solutions to standardize processes.
- Structured data sources and developed relationships with existing data sources.
- Implemented data collection systems and strategies to support standard data integrity.
- Worked closely with management to prioritize business and information needs.
- Led automation initiatives and collaborated with Operations teams to accomplish identified opportunities.
- Worked closely with management to prioritize business and information needs.
- Skilled in using SQL, Excel, and data visualization tools for data analysis.



LinkedIn Profile

Sep 2022- Dec 2022

Company Name | Skill-Lync, Bengaluru

Key Accountabilities

- Provide career counseling and guidance to students, assisting them in making informed decisions for their professional development.
- Identify potential opportunities and convert prospects into customers by effectively communicating the benefits of the offered services.
- Handle both inbound and outbound calls, ensuring prompt and professional response to inquiries and maintaining a high level of customer service.
- Call leads assigned by following a structured approach to engage prospects and convey the value proposition.
- Update the prospect database in a timely manner, accurately documenting all relevant information and interactions with prospects.
- Conduct timely follow-ups with prospects to nurture relationships and move them through the sales pipeline.
- Maintain a detailed and organized database containing comprehensive information about prospects, facilitating efficient tracking and analysis of prospects' progress and needs.

April 2022- August 2022

Company Name | Lucintel, Raipur

Key Accountabilities

- Proven knowledge of market research, including consumer research and brand research, as well as specialized expertise in aerospace and automotive research.
- Proficient in conducting client reports and market estimation, providing valuable insights to inform strategic decision-making.
- Experience in utilizing quantitative research techniques and tools, such as questionnaire design, research execution planning, and data analysis, to gather and interpret data effectively.
- Demonstrated skills in time management, ensuring efficient project execution and meeting deadlines without compromising quality.
- Strong leadership abilities, guiding teams through complex research projects and effectively delegating tasks to achieve project goals.
- Ability to build strong client relationships, fostering trust and collaboration through clear and effective communication.
- Highly analytical mindset, capable of translating complex data into actionable recommendations and strategic insights.
- Skilled in delivering engaging and persuasive presentations to convey research findings and recommendations to diverse audiences.
- Excellent interpersonal communication skills, facilitating productive teamwork and collaboration across cross-functional teams.
- Detail-oriented approach to research, maintaining accuracy and attention to detail throughout the research process.

May 2021- July 2021(Internship)

Company Name | IFortis Worldwide, Bengaluru

Key Accountabilities

- Collaborate effectively with cross-functional teams to achieve project goals, contributing to a cohesive and productive work environment.
- Conduct comprehensive research and analysis on assigned topics, utilizing various sources and methodologies to gather relevant information.
- Assist in the development and implementation of strategies to address specific objectives, leveraging research insights and market trends.
- Create and edit engaging content for diverse platforms, ensuring consistency in messaging and alignment with brand guidelines.
- Support branding initiatives and business development efforts through the creation of compelling materials, such as presentations, proposals, and marketing collateral.
- Attend team meetings, actively participate in discussions, and provide valuable input to drive project progress.
- Deliver regular progress reports to team members and project stakeholders, highlighting key findings, milestones achieved, and future action plans.

Skills

- Market research: Quantitative and qualitative research methodologies, data analysis, consumer insights, market trends analysis, competitor analysis, report writing.
- Sales and marketing: Lead generation, client relationship management, sales strategies, presentations, negotiation, market analysis, CRM software.
- Strong analytical and problem-solving skills, with proficiency in data analysis tools.
- Excellent verbal and written communication skills.
- Project management: Timelines, budgets, research projects.
- Proficient in Microsoft Office: Excel, Power Point.
- Analyzing data to uncover insights and trends.
- Organizing and maintaining data to ensure accessibility and efficiency.
- Proficient in basic SQL for data manipulation and querying.