

# AKSHAY R

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## PROFESSIONAL SUMMARY

PGDM – Marketing & Finance graduate with hands-on experience in B2B digital marketing, demand generation, and go-to-market strategy execution. Proven track record of coordinating cross-functional teams, optimizing CRM-driven campaigns, and aligning marketing assets to the buyer journey. Skilled in using tools like Google Ads, SEMrush, Google Analytics, and Excel for performance reporting and campaign refinement. Known for being proactive, adaptable, and committed to delivering measurable value through strategic project management and communication.

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## WORK EXPERIENCE

### Marketing Intern , Outlook India Pvt. Ltd, Bengaluru

Apr 2024 – Jun 2024

- Surpassed monthly sales targets by 20% through digital campaigns and lead generation.
- Designed and launched targeted ad campaigns using Google Ads, improving site traffic by 30%.
- Analyzed campaign data to refine strategies, resulting in 15% higher ROI.
- Developed CRM and campaign optimization strategies that improved customer engagement by 25%.
- Collaborated across teams to enhance the customer journey and reduce drop-off by 12%.

### Web Designer & Content Creator (Freelance)

Remote | Jan 2022 – Jan 2023

- Designed and deployed 6+ client websites using WordPress, ensuring responsive UI/UX.
- Delivered marketing materials (banners/posters) tailored to business needs.
- Managed SEO optimization, increasing average site visibility by 25%.

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## EDUCATION

### Post Graduate Diploma in Management (Finance & Marketing)

Jun 2023 – Apr 2025

St. Joseph's Institute of Management

### Bachelor of Computer Applications (BCA)

Jul 2019 – Jul 2022

St. Joseph's College

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## KEY PROJECTS

### TUBIGGer – Sustainable Water Solutions

Oct 2023 – Feb 2024

- Designed a scalable financial model for a clean water business in underserved areas.
- Implemented a distribution network with mobile units, increasing reach by 40%.
- Applied recycling tech to purify factory wastewater, reducing operational costs by 18%.

### QuickCommerce Consumer Research & Brand Strategy (Academic Project)

July 2024 – Oct 2024

- Conducted primary research on leading QuickCommerce platforms including Zepto, Instamart, Big Basket
  - Interviewed 10 individuals and gathered over 70 survey responses to analyze consumer satisfaction, delivery expectations, and brand perception.
  - Assessed the go-to-market strategies of platforms like Zepto, Instamart, and BigBasket.
  - Conducted primary research to map customer expectations and the digital buyer journey.
  - Delivered actionable insights to improve brand engagement, customer retention, and marketing alignment.
  - Tools: Google Forms, Excel, PowerPoint.
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## SKILLS

- **Analytical Tools:** Google Analytics, Google Ads, Excel, CRM (Zoho/HubSpot basics), Microsoft PowerPoint
  - **Technical Skills:** Excel, AI Content Creation, Microsoft office suit
  - **Financial Skills:** Risk Assessment, Market Research, Transaction Analysis, Financial Modeling
  - **Soft Skills:** Strategic Planning, Problem Solving, Cross-Functional Collaboration
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## ACHIEVEMENTS

- Finalist – 7th SJIM-Albers International B-Plan Competition (Top 3)
- Surpassed internship sales targets by 20%+ for two consecutive months
- Finalist in multiple business strategy competitions (details available on request)

## LANGUAGES

English (Proficient) | Hindi (Intermediate) | Kannada (Native) | Telugu (Intermediate)