

# ANSHUL GUPTA

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## EDUCATION

**Pune Institute of Business Management, Pune, India** Jul 2019 – Apr 2021  
*Post Graduate Diploma in Management (Marketing Analytics)*

**Uttarakhand Technical University, Dehradun, India** Aug 2013 – May 2017  
*Bachelor of Technology (Electrical Engineering)*

## WORK EXPERIENCE

### Ugam Solutions, Mumbai, India

*Senior Project Manager* Jun 2022 – present

*Projects:* Custom Research/Campaign Analytics Projects

*Tools & Applications:* Asana, MCC, Decipher, Microsoft 365, Dimensions, Panel One, JIRA

*Roles & Responsibilities:*

- **Cross-functional Communication:** Restructured communication flow among 4 departments to implement 70% paperwork reduction, resulting in 20% reduction in project timeline and a 15% increase in overall efficiency.
- **Project Metrics Analysis:** Create comprehensive analysis of project metrics, optimized budget and improve performance, to ensure that key metrics are met if not exceeded.
- **Risk Management:** Proactively identify project risks during project execution and developed risk mitigation solutions to ensure its success.
- **Team Management:** Trained new team members with the essential skills and tools to execute projects for respective clients proficiently. Conducted workload assessments and devised new operational processes that led to a 40% increase in productivity of the team.
- **Managing Multiple Clients:** Adapted quickly to the various tools and processes utilized by multiple clients, providing quality support that met their specific requirements. Delivered exceptional service, exceeding expectations by providing support during weekends.
- **Project Planning:** Built project plans with clear timelines for each milestone, check the feasibility of project execution, and flag any concerns upfront. Use project management tools (MCC, Decipher, Asana, etc.) to track progress and identify potential risks.

*Project Manager* Apr 2021 – May 2022

*Projects:* Brand Tracking/Adhoc Projects

*Tools & Application:* JIRA, Panel one, Fulcrum, Cint, Dimensions, Cortex, Microsoft 365

*Roles & Responsibilities:*

- Maintained close interaction with clients for project briefings and changing requirements to ensure customer satisfaction.
- Ensured all deliverables met the required quality standards without any errors.
- Took responsibility for assigned projects to ensure successful project completion.
- Worked on industrial platforms like Fulcrum and Cint to set up and monitor project progress and create plans accordingly.
- Provided timely status reports, project analyses, and recommendations to clients, vendors, and internal teams. Also created and maintained an automated document to develop numerous metrics for Tracker projects.

## CONSULTING EXPERIENCE AND INTERNSHIP

**Climate Generation (Non-Profit organization), WFH** Aug 2020 – Nov 2020  
*Digital Project Consultant*

- Devised and executed 3 campaigns to enhance traffic for Climate Generation's Teach Climate Change page.
- Optimized Google Search Ad Campaigns for Climate Generation and achieved a 76% increase in monthly donations.

**Chromatus, Pune, India** May 2020 – Jul 2020  
*Research & Digital Marketing Intern*

- Developed 11 Press Release TOC for various social bookmarking websites & created 112 backlinks for Chromatus's website.
- Segment analysis for "LNG Bunkering Market" and "Bauxite Market" in live projects.

**Impals Marcom, Pune, India** Jan 2020 – Feb 2020  
*Digital Marketing Intern*

- Generated 17 new leads through keyword research & social media optimization techniques on LinkedIn & Facebook pages.

## SKILLS

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### **Project Management**

Project Planning, Strategic Planning, Budget Management, Project Scheduling, Risk Management

### **Tools & Applications**

JIRA, Asana, MCC, Power BI, Fulcrum, Cint, Dimensions, Microsoft 365, Python, SQL, Advance Excel

### **Business Analysis**

Problem-solving, Critical Thinking, Cross-functional communication, Statistical Modeling, Data Analysis

### **Other Skills**

Team Management, Database management, Time Management

## CERTIFICATIONS

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### **Data Visualization Using Python** [↗](#)

Coursera Project Network

### **Automate tasks and processes with Jira** [↗](#)

Coursera Project Network

### **Predictive Modeling and Analytics** [↗](#)

University of Colorado Boulder

### **Python Data Structures** [↗](#)

University of Michigan

## INTERESTS

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Gaming (Won multiple online Battle Cup events in DOTA2), Sketching (Pencil), Video Editing (Adobe Premiere Pro)