



Hello! I'm Ankur Othiwal



About Me

I am a marketing professional & google certified project manager with more than 3 years of experience. Looking for a job role as a marketing or project manager.

I am a startup enthusiast and have been working with early-stage startups from a long time. Experienced in project management, marketing strategy, digital marketing, branding and designing. I am a person with quick learning and managerial skills.

Education

BBA **2016-2021**
Maharaja Agrasen Institute of Management Studies, Rohini (GGSIP University)
CGPA : 6.68 (first division)

10th and 12th Standard **2014 & 2016**
Sun Valley International School, Vaishali
10th : 7.4 CGPA
12th : 80% (commerce)

My Experience

» Social Media Manager - We Founder Circle February, 2021-present



We Founder Circle an angel investor firm investing in startups. **Ranked no.1 angel investor network in 2022 by Times of India.** Currently heading marketing and branding at WFC and it's sub-brands.

- Started as a social media manger but now **handling marketing strategy, advertising and branding** for WFC, it's sub-brands and portfolio startups.
- Successfully built an **online community of 50k+ startup enthusiasts in 2 years.**
- 50x growth of organic social media followers in 2 years** using content creation that is appealing to the audience.
- Grew the **content/collateral production 5x in FY 22-23** for marketing and branding needs. Covering social media posts, magazines, video production, brand identity, event branding, advt banners and more.

- 6 million+ organic impressions** earned on social media in 2 years.
- 12% average engagement rate** of the year 2022
- WFC amongst **top 5 most engaged Angels and VC** of the world on LinkedIn.
- Generated **500+ leads of angel investors** for Angel Investor Course within a **budget of 1.5 lakhs. 20+ enrollments** and generated a **ROI of 20.8%.**
- Regular email marketing campaigns for Pitch Day events **registering 60% attendees from email campaigns.**
- Product marketing** (email newsletter) to **10K+ global investors/Startup founders** for invstt.com platform.
- Provided marketing, branding and lead generation for **50+ events across India, UAE, Singapore and Lisbon.**
- Branding done for world's top summits like, **TiE Global Summits** (Dubai and India), **Web Summit Lisbon, BNI Singapore** and Corporate connections.
- Curated marketing strategy, branding, leads for **10+ portfolio startups** of WFC.
- Analyzed, strategized and managed projects effectively** while using **AGILE methodology** for completing the projects within the time period in most efficient manner.
- Introduced project management software like **Trello, Jira, confluence and ClickUp** within the team for efficient, trackable and coordinated work.
- Worked with cross functional and dynamic teams while **managing a team of 7 marketing personals.**

» Digital marketing and strategist - Freelancing May, 2020- Dec, 2020

- Connected with early stage startups and **onboarded 3 paying startups within 2 weeks.**
- Provided **Social media management, digital identity and lead generation** for early-stage startups.
- Grew social media **organic impressions by 30% in 15 days** for startups.

» Digital Marketing and Operations manager - Founder of Piofy Weddings (piofy tech. pvt. ltd.) Aug, 2017 - Jan, 2020

Founded an online wedding planning platform while in my 2nd year of college.

- Did **Event planning, event organizing and operations management** and delivering high quality event planning experience to customers.
- Onboarded **30+ India's largest hotels, banquet chains** and party venues on our platform within 30 days. Including brands like **Radisson, Country inn, Clarks inn, Red carpets, boombox etc.**
- Organized **10+ wedding and corporate events** within the time of operations.
- Organized events in multiple cities like **Bangalore, Gurugram, Delhi, Agra and Ghaziabad.**
- 10K average likes** and **100K average organic impressions** earned on social media.
- 3 leads converted** from organic online lead generation campaigns hence, earning a good ROI.

My Certifications

Project Management: Professional Certificate (Google)
View certificate: <https://bit.ly/3GLbH89>

Google Data Analytics
View certificate: <https://shorturl.at/ejqJO>

Advanced Internet Marketing Training Program (Didm, Preet Vihar)
View certificate: <https://bit.ly/3COfuk4>

Skills



Technical Skills

- Jira software
- Trello
- ClickUp
- Confluence
- SQL
- Advanced Excel
- Tableau
- Mailchimp
- Wordpress
- Adobe illustrator
- Adobe XD
- Canva
- Google Ads
- Linkedin Ads
- Facebook Ads

Interpersonal Skills

- Quick Learning
- Managerial skills
- Good at team building & Collaborating
- Presentation skills
- Mentoring and coaching team members
- Stress Management

Hobbies



Music



Dance



Travelling



Photography

Thank You!

Contact Me

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