



Ankit Anand

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Summary

Growth and marketing professional with 4.1 years of experience across leading consumer internet and e-commerce companies, driving customer acquisition, conversion, retention, and revenue growth through data-driven decision-making and commercial strategy. Experienced in leading cross-functional initiatives, leveraging customer analytics and behavioural insights, and solving complex business problems to deliver measurable business impact.

Professional Experience

CRM Manager | NoBroker | Bengaluru

- Identified conversion leakages across the Packers & Movers booking funnel and designed stage-specific customer recovery journeys, improving lead-to-conversion by 20% and generating an additional ₹90 lakh in monthly revenue.
- Increased the share of CRM generated Packers & Movers leads from 15% to 22% through targeted lifecycle campaigns and automated journeys, delivering average savings of 16L per month in acquisition costs.
- Led the implementation of WhatsApp chatbot journeys in collaboration with Product, Engineering, and CRM vendors, improving conversion by 20% over traditional WhatsApp campaigns.
- Drove premium Tenant Plan adoption by identifying high-propensity customer segments for upsell, increasing CRM's share of purchases in the top two plan tiers by 4.5 and 4 percentage points and generating ₹12.5 lakh in recurring monthly revenue.
- Designed a 30-day behaviour-driven customer lifecycle journey by identifying tenant intent across different stages of the home-search process and personalizing communication accordingly, increasing Tenant Plan conversion by 7%.

Assistant Campaign Manager | Verse Innovation (Josh App) | Bengaluru

- Managed user retention and lifecycle strategies for a 112M user base by segmenting users on demographics, churn risk, and lifecycle stage, achieving a 20% reduction in churn through personalized, behaviour-driven campaigns across push, email, SMS, and WhatsApp.
- Implemented an enhanced notification strategy encompassing posts by followed accounts, live streaming alerts from followed creators, like milestones and view milestones, resulting in a 15% increase in DAU/WAU.
- Analyzed and A/B tested notification content themes, languages, and delivery time slots to identify optimal combinations, increasing notification CTR by 20 basis points following implementation.
- Improved notification CTR for English-language users in Tier 2/3 cities by transliterating regional-language content into English script, increasing CTR from 3.5% to 5.5% across a user base of approximately 1 million DAUs.

Senior Analyst- Marketing | Shopee | Bengaluru

- Owned end-to-end merchandising and growth marketing for Shopee's Flash Sale widget (~50% of platform sales), driving product assortment, personalized customer targeting, and multichannel campaign execution.
- Designed and executed personalized Flash Sale merchandising and marketing campaigns by segmenting customers based on purchase behaviour, category affinity, and demographics, contributing to a 20% increase in repeat purchases over four months.
- Contributed to a 10 percentage-point increase in Flash Sale's share of overall revenue within five months by optimizing product assortment, personalized merchandising, and targeted customer campaigns.

Associate Business Analyst | Flipkart | Bengaluru

- Revamped the category desktop page by analyzing customer segments, brand model affinity and price preferences of desktop mobile shoppers, resulting in a conversion rate increase from 1.36% to 2.84% and a CTR uplift from 2.46% to 3.09% within six months.
- Drove premiumization by leveraging device-level analytics to target users with one-tier higher models and launching premium store placements on the Mobile CLP, helping raise category ASP from 10,000 to 12,000 in 8 months.
- Designed and optimized personalized merchandising campaigns through customer segmentation and A/B testing, leveraging price propensity, brand affinity, and browsing behaviour to increase merchandising traffic conversion by 18% and average CTR by 20%.
- Owned end-to-end merchandising for the Mobile category across Flipkart's Homepage and Category Landing Pages, managing product visibility, promotional placements, and campaign execution for one of Flipkart's highest-traffic categories. (7 mil. in Nov 19 & 10 mil. in Nov 20.)
- Led merchandising initiatives for the implementation of growth products like Mobile Insurance, Exchange Offers and No Cost EMI, contributing to an increase in product adoption from approximately 2% to 5% over six months.

Education

M.Sc. in Physics and B.E. in Electrical & Electronics Engineering— Birla Institute of Technology & Science (BITS), Pilani | India

Accomplishments and Awards

- GEM (Going the Extra Mile) award – NoBroker Awarded for exceptional ownership and driving high-impact business initiatives beyond core responsibilities.
- Growth Champion Award – Verse Innovation Awarded for outstanding contribution to user growth, engagement and retention through lifecycle marketing initiatives.
- Value Champion Award – Flipkart Awarded for exemplifying Flipkart's values through the successful desktop page revamp, driving conversion from 1.36% to 2.84%.

License & Certifications

- Excel Skills for Business: Advanced - Macquarie University
- Pre-MBA Statistics - IIM Ahmedabad
- The Fundamentals of Digital Marketing - Google
- Marketing Management - IIM Lucknow
- Technology for Product Managers - LinkedIn Learning
- SEO Foundations - LinkedIn Learning
- SEO For Social Media - LinkedIn Learning
- Google Ads Essential Training - LinkedIn Learning