



Ankit Anand

E-Mail: x26ankita@iima.ac.in Mobile: +91 9130748108 LinkedIn: linkedin.com/in/ankit-anand-a64707111/

विद्याविनियोगादिकाः

Summary

Consumer internet and e-commerce professional with experience owning revenue and customer outcomes at Flipkart, Shopee and NoBroker. Track record of diagnosing conversion and process leakages, leading cross-functional programs with product, engineering and vendor teams, and translating customer behaviour data into measurable revenue and cost impact.

Professional Experience

CRM Manager, Packers & Movers and Tenant Subscriptions | NoBroker | Bengaluru **Aug23-Aug24**

- Owned customer conversion for the Packers and Movers business, leading a team of two; diagnosed stage-wise drop-offs across the booking funnel and rebuilt recovery journeys with product and sales teams, lifting lead-to-conversion 20% and adding ₹0.9 Cr in monthly revenue.
- Reduced customer acquisition cost by ₹16 lakh per month by shifting the lead mix from paid to owned channels, raising owned-channel share of total leads from 15% to 22%.
- Led an automation program with product, engineering, and vendor teams to launch conversational chatbot journeys, improving conversion by 20% versus one-way WhatsApp broadcasts.
- Drove premium subscription adoption by mapping tenant intent across the home-search journey and targeting high-propensity upsell segments, lifting purchase share across both premium tiers by over 4 percentage points and generating ₹12.5 lakh in recurring monthly revenue.

Assistant Campaign Manager, Retention & Engagement | Verse Innovation (Josh App) | Bengaluru **Jun22-Feb23**

- Owned retention for a 112M-user short-video platform; built a segmentation framework across churn risk, demographics, and lifecycle stage that reduced churn by 20%.
- Led a cross-functional initiative with engineering and content teams to launch creator-triggered and milestone-based engagement, increasing DAU/WAU by 15%.
- Identified that English-preferring users in Tier 2 and 3 cities disengaged from regional-script content; rolled out transliteration that lifted click-through from 3.5% to 5.5% across approximately 1M daily users.

Senior Analyst- Marketing | Shopee | Bengaluru **Sep21-Apr22**

- Owned customer targeting and campaign execution for Shopee's Flash Sale, approximately 50% of platform sales; analysed sell-through and demand patterns to shape assortment decisions with category and supply teams.
- Increased Flash Sale's share of total platform revenue by 10 percentage points in five months and repeat purchase rate by 20%, through assortment optimisation, behaviour-based customer segmentation and targeted campaigns.

Associate Business Analyst, Mobiles Category | Flipkart | Bengaluru **Jul19-May21**

- Owned merchandising for the Mobiles category, approximately ₹3,000 Cr in monthly GMV, across Flipkart's homepage and category landing pages; planned and ran execution through Big Billion Days, the flagship sale event delivering approximately ₹4,000 Cr in category GMV, making live placement calls on real-time sell-through.
- Drove category premiumisation by targeting upgrade-ready users with one-tier-higher models and launching premium store placements, raising average selling price from ₹10,000 to ₹12,000 in eight months.
- Led a category page redesign with product and design teams, informed by customer segment, brand affinity, and price-preference analysis, more than doubling conversion from 1.36% to 2.84% in six months.
- Coordinated launch execution across category, finance-partner, and product teams to grow adoption of attached products including insurance, exchange offers, and no-cost EMI from 2% to 5% in six months.

Education

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

Accomplishments and Awards

- GEM (Going the Extra Mile) award, NoBroker** for ownership of high-impact business initiatives beyond core scope.
- Growth Champion Award – Verse Innovation**, for contribution to user growth, engagement, and retention.
- Value Champion Award – Flipkart** for the category page redesign driving a 2x conversion improvement

Co/Extra-curricular

- Convenor, Quark, BITS Pilani Goa (2017)**: Led 7 vertical heads and a wider volunteer team to deliver the institute's annual technical festival, raising ₹32 lakh in sponsorship and managing budgets and event operations.
- 180 Degrees Consulting, BITS Pilani Goa (2015-17)**: Delivered pro bono consulting engagements for client organisations and organised inter-college case competitions.