

ANSHUMAAN SHARMA

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SUMMARY

A B.Tech Computer Science student with strong experience in content, client management, and event operations. As Head of Operations at E-Cell LPU, organized 50+ campus events, coordinated with entrepreneurs and industry leaders, and supported incubated startups with marketing and content. At Macrobyte.tech, a student-run startup, brought in clients and managed their projects end-to-end. Skilled in communication, vendor coordination, and driving student engagement—bringing a mix of creativity, structure, and hands-on execution that fits perfectly with offline marketing and student-facing roles.



SKILLS

- SEO Optimization
- UI/UX Design
- SEO Content writing
- Event Organization & Management
- Communication
- Market Research
- Problem Solving
- Client Interaction
- AI Tools & Applications
- Operations
- Event
- Communication & Negotiation

Content Strategy & Brand Communication

ContentLane | SnowballAI

- Created SEO-optimized articles, blogs, and web content across education, tech, and business niches, helping brands improve visibility and rankings.
- Worked with ContentLane, delivering high-quality, research-driven content daily for multiple brands, aligned with tone, structure, and keyword guidelines.
- At Snowball AI, collaborated with international clients, producing SEO-friendly content tailored for global audiences.
- Produced marketing content and event-focused copy (brochures, blogs, outreach messages) to support student activations, workshops, and startup expos.

ORGANISATIONAL EXPERIENCE

Head of Operations - Ecell LPU

- Organized 50+ campus events, including workshops, speaker sessions, and startup expos.
- Managed day-to-day operations, event logistics, and cross-functional student teams to ensure smooth execution.
- Coordinated with industry professionals and entrepreneurs for guest lectures and startup-related events.
- Created student-focused content and promotional material (articles, brochures, outreach copy) that boosted engagement at events, workshops, and partnerships—skills directly transferable to BTL campaigns and on-ground activations.

WORK

Client Acquisition and Management

MacroByte.tech

- Generated new business leads and brought in clients for Macrobyte.tech, a web and app development company.
- Managed finances & client relationships from onboarding to project delivery, ensuring satisfaction and repeat business.
- Bridged communication between clients and the development team to ensure project requirements were met.
- Provided regular updates and gathered feedback to keep projects aligned and on schedule.

EDUCATION

LOVELY PROFESSIONAL UNIVERSITY

2021-2025

BTECH CSE

Minor Journalism

ACADEMIC WORLD SCHOOL, CHHATTISGARH

CBSE

INTERMEDIATE - 91.8%

2021

MATRICULATION - 85%

2019