



# Ankur Srivastava

Fresher | MBA (Marketing & Finance) | Strong in Client Communication, SEO & Data Handling

Results-driven MBA candidate with a strong academic foundation in Marketing and Finance. Experienced in financial data management, digital marketing, and SEO projects. Possess excellent communication, client-handling, and relationship-building skills. Eager to apply my knowledge and skills to Key Account Management and Business Development roles. Proficient in Microsoft 365 and web analytics, with certifications in marketing analytics and entrepreneurship.

✉ ankursrivastava3131@gmail.com

☎ +91 9450205735

🌐 [linkedin.com/in/ankur-srivastava-58a00322b](https://www.linkedin.com/in/ankur-srivastava-58a00322b)

## EDUCATION

### MBA – Marketing & Finance

Chandigarh University, Gharuan

07/2023 - 05/2025

### Bachelor of Commerce (B.Com)

Mahatma Gandhi PG College, Gorakhpur

08/2021 - 06/2023

### Matriculation

Sarswati Vidya Mandir Inter College,  
Gorakhpur

2018

## WORK EXPERIENCE

### Finance Intern

YHills Edutech Pvt. Ltd. | Noida

05/2024 - 07/2024

Achievements/Tasks

- Maintained and organized financial transaction records for over 200+ entries, ensuring 100% data accuracy and timely updates
- Assisted the finance team in preparing weekly financial summaries, contributing to improved visibility in decision-making.
- Gained practical exposure to finance workflows and corporate structure.

## ACHIEVEMENTS & EXTRACURRICULARS

Member – Event Crew Club, Chandigarh University

Participant – One Day Preneur Event (Entrepreneurship Day)

## SKILLS

Data Management & Reporting

Microsoft Office (Excel, PowerPoint, Word)

Web & Data Analytics

CRM Tools (Basic knowledge)

Lead Generation & Account Handling

Team Leadership

Decision-Making

## PROJECTS

### SEO-Based Digital Marketing Project (09/2024 - 10/2024)

- Led a mini-project on improving online visibility for a local business using SEO.
- Conducted keyword analysis, implemented SEO strategies, and tracked performance using web analytics tools.
- Presented data-backed recommendations to improve organic search rankings.

## CERTIFICATES

Marketing Analytics – Great Learning

Innovation & Entrepreneurship – Coursera

AI for Business & Future of Work – Coursera

## LANGUAGES

Hindi

Native or Bilingual Proficiency

English

Full Professional Proficiency

## INTERESTS

Travelling

Cooking

Watching Web Series