



## ANKUSH TANWAR

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## PROFESSIONAL SUMMARY

Analytical and goal-oriented PGDM professional with a background in Pharmaceutical Sciences and experience in marketing research and business development. Skilled in analytical tools for data-driven insights, performance analysis, and strategic decision-making. Strong analytical and communication skills with a focus on leveraging data to drive marketing effectiveness and business growth.

## TECHNICAL COMPETENCIES

- Business & Market Research
- Proficient in Python & SQL
- Proficient in Microsoft Excel & Power BI
- Proficient in Zoho Inventory
- Healthcare Marketing & Brand Promotion

## INTERPERSONAL SKILLS

Strategic Thinking & Problem-Solving | Effective Communication & Negotiation | Team Leadership & Collaboration | Event Management & Coordination.

## INTERESTS & HOBBIES

Sports & fitness | Travelling & Exploration

## EDUCATION

- **Post Graduate Diploma in Management (PGDM) |**  
*Apeejay School of Management, New Delhi (2024-2026)*
- **Bachelors in Pharmaceutical Sciences |**  
*PDM University, Bahadurgarh, Session: 2019-2023 | Score: 6.85 CGP*
- **Intermediate (CBSE) |**  
*New Delhi Convent School, Delhi, Session: 2018-2019 | Percentage: 75.6%*
- **Matriculation (CBSE) |**  
*St. Martins Diocesan School, Delhi Cantt (2016-2017) | Percentage: 79.8*

## WORK EXPERIENCE

### Operations analytics Intern | Rentkar- Switch to Share (April 2025 – July 2025)

- Managed real-time inventory tracking using Excel and Zoho Inventory, reducing data discrepancies through automated dashboards and weekly audits.
- Streamlined internal operations by coordinating via Discord and Google Sheets, enhancing cross-team communication and task ownership.
- Designed standardized SOPs and visual reporting tools, enabling quicker decision-making and improving inventory accuracy.

### Business Executive | Intas Pharmaceuticals (March 2024 - July 2024)

- Promoted and sold pharmaceutical products to doctors and stockiest, achieving increased market penetration.
- Organized and managed healthcare awareness camps, including BP check-ups, sugar testing, and lipid profile screenings.
- Conducted competitive market analysis to assess pharmaceutical brand positioning and customer preferences.
- Built and maintained strong relationships with key stakeholders, driving brand awareness and trust.

## ACADEMIC ACHIEVEMENTS

- **Research Paper Presentation:**
  - Presented a research paper on "Role of Big Data Analytics in Business Decision Making" in 2024.
  - Presented a research paper on "Digital Twin Technology and Its Challenges" in 2024 highlighting how it is helping in decision-making through real-time virtual replicas of physical assets.

## EXTRA CURRICULAR & CO-CURRICULAR ACHIEVEMENTS

- **President, Cultural Committee – [Apeejay School of Management], 2025:** Leading the cultural committee in organizing events, fostering student engagement, and promoting a vibrant campus culture.
- **Volunteer, Founder's Day Celebrations (Apeejay School of Management, 2024)-** Recognized for contributions as a volunteer in organizing and managing events.
- Enthusiastic about professional networking and knowledge enhancement.