

ANU MISHRA

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Delhi

ABOUT ME

Data-driven marketing and brand consultant-in-training with expertise in consumer insights, market research, and analytics. Skilled at combining data with creative strategies to drive brand growth, innovation, and consumer engagement. Experienced in using Power BI and Excel to translate insights into impactful brand strategies and campaigns, while collaborating with cross-functional teams to deliver business value.

INTERNSHIPS

SportzCrazy Technologies Pvt. Ltd. New Delhi | Feb'24-May'24

Sports Analytics & Business Insights

- Analyzed player and team performance data to derive actionable insights and drive content and performance strategy.
- Built databases and dashboards to visualize player KPIs, enabling faster evaluations and better decision-making, and reduced manual reporting time by 30%.
- Used digital performance analytics to improve content planning and track campaign success on social media platforms.

Grapaint Enterprises | May'23-Aug'23

Content Writer and Graphic Developer

- Designed and developed brand-aligned content and visuals, strengthening brand identity and customer recall.
 - Assisted in campaign development by aligning communication material with consumer insights and market trends.
 - Contributed to packaging and creative design inputs, ensuring consistency with brand voice.
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EDUCATION

- PGPM – Marketing & Analytics | ICFAI Business School, Gurgaon | 2025
Relevant Coursework: Business Research Methods, Strategic Management, Data Analytics, Market Research
 - B.Com | University of Delhi | 2021
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AWARD (BEST RESEARCH PAPER)

Conducted primary quantitative research with a final sample of 845 valid responses from OTT platform users aged 18–45 years. Designed and administered a 15-item structured questionnaire research methodology. Analyzed the interdependence between customer loyalty (NPS), customer satisfaction (CSAT), and customer effort (CES) to derive actionable consumer insights.

ADDITIONAL INFORMATION

- Project PwC Switzerland – Power BI Simulation (Forge):** Delivered a cross-functional simulation project using Power BI to identify performance gaps and risks. Provided strategic recommendations aligned with brand objectives and business priorities—translated insights into storytelling dashboards to support data-driven brand and workforce strategies.
- Certifications:** Business Analysis—Udemy, Basic SQL—HackerRank, Excel—Udemy, Power BI—Udemy.
- Technical Skills:** MS Excel, Power BI, Ms Office, Tally ERP 9.
- Soft Skills:** Strategic Thinking, Cross-Functional Collaboration, Storytelling with Data, and Problem Solving.
- Core Competencies:** Quantitative Analysis, Qualitative Analysis, Customer Segmentation, Market & Media Strategy, Industry Value Chain Analysis, SWOT & PESTLE Analysis, Business Strategy, Stakeholder Communication, Primary Research, Secondary Research, Process Improvement, Team Management, Data-Driven Decision Making, Performance Metrics, Strategic Planning.
- Languages:** English, Hindi.