Anmol Prabhakar

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₽≡ BIO

My core competencies as Program Manager are planning, ensuring quality deliverables while working with cross functional teams and meeting tight deadlines. I provide expert problem solving and creative solutions to overcome obstacles and achieve business goals.

Recently i've completed the Career Accelerator Program by Upraised to upskill myself for the Product Manager role in which i have secured the KYS score of 72 (top 2 percentile of the batch).

PROFESSIONAL EXPERIENCE

Career Accelerator Program (CAP) Fellow, Upraised

Apr 2022 - present

Portfolio:

PRD1: Improving LazyPay's Retention with a Rewards Program ☑

PRD2: Nykaa Pysch App Teardown 🖸 PRD3: Product Observations

Program Manager, Fellafeeds Pvt. Ltd.

Marketing

Dec 2020 - present Gurugram

- Overseeing marketing for more than 50 clients right from the initial brainstorming and research phase, straight through implementation, and on to debriefing and reporting.
- Creating a content calendar, project timelines and planning campaigns according to the marketing budget assigned by the clients.
- · Conceptualising and managing digital marketing campaigns and their execution to directly accelerate revenue growth upto 100% for clients.
- · Liaising with clients for creative requests and leading social media content creation and website team.
- Establishing a clear brand voice for businesses on digital platforms.

Operations: Handling key accounts of clients, suggesting promotional strategies, scrutinising their requirements and recommending suitable customisation and pricing strategy.

Business Development: Identifying new sales leads through datamining, social media and successfully onboarding them.

Research Analyst, Nano Clean Global Pvt. Ltd.

Jul 2016 – Feb 2017

• Gathered, arranged and corrected the research data to create representative graphs and charts highlighting results for presentation.

- Collected data on competitors, consumers and marketplace and consolidated data into presentations and reports.
- Supported Research and development efforts to create new products ,equipments and process.

⋒ EDUCATION

CAP fellow, Upraised

2022

Delhi

KYS Score:72

GIAN Fellow, IITBombay

2015

Topped with A Grades

Btech Biotechnology, Amity University

2012 - 2016

CGPA:8.9

Silver Medalalist

Best in Leadership skills Award

of interests

VISHARAD' [VOCALS] from BHATKHANDE SANGEET VIDYAPEETH (LUCKNOW)

National Cadet Corps (NCC) A certified student - [Trained for 2 years.] | Foreign Language: German