

NEHA UKAS

Analyst

neha.ukas123@gmail.com | 7620005218 | Gurgaon | <https://www.linkedin.com/in/neha-ukas/>

PERSONAL PROFILE

- As a **product enthusiast**, I enjoy learning about how consumers interact with products.
- As a digital marketer, I am **skilled at understanding consumer behaviour** and can use this skill to enhance the product's development cycle.

SKILLS

Facebook Ads, Google Ads, Google Analytics, SEMrush, Screaming Frog, Structured Thinking, Data-driven decision making, Strong Communication, Problem-Solving, Analytical

PROFESSIONAL EXPERIENCE

Upraised, Product Management Fellowship, Remote

Sept 2022- Present

- Constructed product case studies on
 - How will you Increase the Buyers Retention rate at Meesho by 10%?
 - How will you Increase Daily Active Users (DAU) at Growfitter by 10%?
- Conducted user research to figure out their points and proposed product enhancement solutions along with plausible trade-offs

Publicis Global Delivery, Publicis Groupe, Gurgaon

May 2022 - Present

- Effectively handled **Search** Platform account for **VISA- APAC** region for **6 months** with a budget of **1.2M**
- Currently getting trained for **SEO** and handling accounts for **Kraft's- Starcom Us**
- Completed meta-certified digital marketing associate, media planning, and media buying exam

INTERNSHIP

Management Trainee, AIMA, Remote

Aug 2020 - Nov 2020

- Exhibited **data driven decision making** by analyzing underlying issues of **real-life business scenarios** for **4 quarter**
- Effectively worked on the **business simulation** on **2 beverage cases** for **4 different quarters** with the help of **BCG Matrix**
- Acquired a **rational** way to allocate limited resources to the **product portfolio** to maximize the profit of **4 quarter**

Summer Intern, Haldiram's Food Pvt Ltd, Nagpur

Jun 2019 - Jul 2019

- Improved my **baking skills** by coordinating with professional bakers and food industry experts
- Operated in 5 different product lines and performed 3 different types of quality checks of bread and donut on the daily basis
- Contributed to Research and Development** of Multigrain Bread and inculcated rational skills in the process

Summer Intern, Dinshaw's Pvt Ltd, Nagpur

Jul 2018 - Aug 2018

- Enhanced** my understanding of the manufacturing of **51** types of ice creams and frozen desserts
- Executed quality checks on raw and boiled milk on the daily basis
- Assisted in redesigning of packaging** for AAM HI AAM Ice-cream for its relaunch

EDUCATION

B. Tech in Food Technology and Management (CGPA- 8.01)

2017-2021

National Institute of Food Technology, Entrepreneurship and Management, Sonapat

ACHIEVEMENTS

Secretary, Unheard stories (Poetry Club), NIFTEM, Sonipat

Jun 2019 - Nov 2020

- Actively **organized 10 online poetry events** during the covid time which were **attended by 350 students**
- Designed** posters for poetry events and **reached 450+ audience** on Instagram and Facebook through an organic post
- Inspired fellow students to express themselves and underlying emotions with poems

Member, Samarthya (Sports Club), NIFTEM, Sonipat

Sep 2018 - Mar 2020

- Introduced women's kabaddi games to the club and also trained girls for the Inter-university games
- Led** the kabaddi team of college at **ITUSA** (Inter-university sports- 2018) and secured **1st position** in it
- Awarded the **Player of the tournament** for **NIFTEM Sports League** for **2 consecutive years**

Consumer Perception Study for Plant-based Milk, NIFTEM, Sonipat

Jan 2021 - May 2021

- Studied factors that impact the perception of the people for plant-based milk products in India
- Conducted a **survey** with a sample size of **300 respondents** across PAN India to understand the decision-making process
- Organized** an informative virtual seminar on Plant-based Milk which was **attended by 435 students** and their family members

Dupont Nutrischolar Competition- 2018, Gluten-free Cookies Category, NIFTEM, Sonipat

- Developed** multigrain gluten-free, jaggery-loaded, vanilla Flavored **cookies** at **₹30 for 100 g**
- Selected as one of the **top 10 Finalists** in this national-level competition
- Generated revenue of 5340 ₹** by selling cookies at the college campus and hostel

Sep 2018 - Nov 2018