AKANSHA VASHISTH

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PROFILE SUMMARY

An enthusiastic professional with a passion to understand requirement of the client(s), design solutions and secure purchase order from the client for seamless implementation of the solution. Committed to achieving targets for revenue through strategic client engagement and relationship building.

ACADEMIC DETAILS

COURSE	SPECIALISATION	INSTITUTE/ COLLEGE	%/ CGPA	YEAR
PGDM	Marketing - Information Technology	FORE School of Management, New Delhi	8.11	2023
B.Tech.	Computer Science Engineering	Inderprastha Engineering College, A.K.T.U, Uttar Pradesh	71.58%	2018
XII (C.B.S.E.)	Science (Medical)	St. Joseph's Academy, New Delhi	68.50%	2014
X (C.B.S.E.)	--	St. Joseph's Academy, New Delhi	9.0/10	2012

PROFESSIONAL EXPERIENCE   3 Years

May 2023-Present	*Addverb Technologies Ltd.*	*Management Trainee*	*12 Months*

- Work with internal and external customers to analyze the needs and align product roadmap to strategic goals.
- Owns the product roadmap
- Develop scope and define backlog items (epics/ features/user stories) that guide the Agile software development team.
- Possess a fundamental understanding of end-to-end customer experience integration and dependencies
- Hands-on experience in development on SQL.
- Excellent communication skill is a pre-requisite to Understand Client Business requirements for providing better solutions.
- Collaborate with business stakeholders during concept development of a product
- Develop and maintain an appropriately prioritized backlog of user stories for implementation
- Represents team in front of stakeholders, clients, or users.
- Lead business analysis by assessing processes and systems, integrating technology with the business model, and defining future states using Agile Project Management.

Skill and competencies:
- Data Analysis
- Proficiency in MS-Office.
- SQL
- Technical/ Software Solutions

April 2018 – May 2020	*Wipro Ltd.*	*Associate Analyst*	*2 Years*

- Understand interpret and clarify functional requirements as well as technical requirements and requirements standards for the project
- Configured and tested the defined benefit domain when the client Arconic Inc. was split into two entities
- During every particular iteration life cycle, performed testing steps ranging from unit testing to user acceptability testing
- Reviewed processes and gaps in system and assisted management in innovating the current system to increase efficiency and user experience

INTERNSHIP EXPERIENCE   2 Months

May 2022 – June 2022	*MongoDB*	*Business Development Research*	*2 Months*

- Generate and qualify leads for the sales representative using Sales Navigator, LeadIQ and ZoomInfo
- Research companies and individuals to identify target accounts and build lists of key roles qualifications
- Build Account Research Kits fostering Pipeline Generation
- Research prospect's goals, market, strategic objectives, pains to create tailored material to run productive sales campaigns
- Prepare Contact Lists, Partner Heat Maps, Smoke Reports, and Territory Analysis Reports by fetching relevant information
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PROJECTS UNDERTAKEN/ CERTIFICATION

- **2022:** Social media marketing intern at Country Holidays Inn & Suites Pvt. Ltd.
- **2022:** Certification in Strategic Human Resource Management at Nanyang Business School, NTU- Singapore
- **2021:** Sales Intern at HealthPrax
- **2021:** Marketing and Branding Intern at AntiZero Technologies Pvt. Ltd.
- **2021:** KPMG Lean Six Sigma Green Belt certification

ACHIEVEMENTS & POSITIONS OF RESPONSIBILITY

- **2022:** Secured 3rd position in PGDM CORE 2021-22, FORE School of Management, New Delhi
- **2021:** 1st runner up in National VIP G.E.A.R (Sales and Marketing Case study competition)
- **2021:** Semi Finalist in TVS Credit E.P.I.C Analytics Challenge
- **2019:** Managed small to medium QA teams and trained team members