



# Abinash Lenka



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## PROFILE

I am a passionate person with a thirst to learn and have an inquisitive mind. I have pursued my MBA-BM from XIMB with a specialization in the Marketing, Operations, Finance, and Systems domain. I also have a b.tech degree in Electrical Engineering from College of Engineering and Technology, Bhubaneswar.

## CAREER

### LIVE PROJECT

July 2020 – July 2020

Kraftshala

- Improved the outreach of 'Kraftshala Live Launchpad' by 25%
- Explored different medias to penetrate into various campuses

### SUMMER INTERNSHIP

Apr 2020 – Jun 2020

Nikulsan Technology Pvt. Ltd.

Project Title: Implementation of SEO strategies to improve the inbound traffic to client's website

- Conducted multi-channel digital marketing campaigns leveraging in social media, and content marketing to boost customer acquisition
- Performed keyword research and competitive analysis for the client
- Achieved an improvement of 45% in SERP ranking on google search
- Evaluated Google Analytics reports and suggested improvement plan

### ASSISTANT SYSTEMS ENGINEER

Aug 2017 – Aug 2019

Tata Consultancy Services, Hyderabad

- Supervised the fulfilment of network infra for a global tech giant
- Assisted the client's FTEs with technical and application support
- Executed change management ensuring client's operating policies
- Bolstered a team new joiner by imparting the domain knowledge
- Received On the Spot Award for significant contribution to the team

## CERTIFICATIONS

### FINANCE

Trading Basics certification by ISB | Pillars of Equity Investments under ICICI direct | The Fundamental Analysis of Stock Market under Zerodha Innovations in FinTech, Digital Banking and Payment Services workshop

### OPERATIONS

Green Belt program on Lean Six Sigma Methodology held under KPMG

### SYSTEMS

SAP ERP using GBI 3.30 on SAP S4HANA | AI and ML in Business workshop | AWS Fundamentals: Addressing Security Risk under AWS | AWS Fundamentals: Addressing Security Risk certification by AWS

### MARKETING

Marketing Analytics | Digital Marketing under Google Digital Unlocked

### ANALYTICS

Statistics for Data Science and Business Analysis | Power BI A-Z: Hands-On Power BI Training for Data Science | Business Analytics Practitioner program under Henry Harvin Education | Data visualization on Tableau

## ACADEMIC

MBA (2019-21)

7.08

Xavier Institute of Management, Bhubaneswar

B.Tech (2013-17)

8.59

College of Engineering and Technology, Bhubaneswar

Intermediate (2010-12)

83.66%

Science, Vikash Junior College

10th (2009-10)

88.66%

Science, Saraswati Vidya Mandir

## ELECTIVES

### FINANCE

Commercial Banking | Security Analysis and Portfolio Management | Project Appraisal and Working Capital Management

### OPERATIONS

Project Management | Quantitative Methods for Business Decision | Supply Chain Management

### SYSTEMS

Business Analytics with R | IT Strategy Design and Implementation | Enterprise Resource Planning | Business Simulation

### MARKETING

Business to Business Marketing | Retail Management | Customer Relationship Management | Product and Brand Management

### CONSULTING

Management Consulting 4.0

## SKILLS

Quantitative and Qualitative analysis

Microsoft Office, Microsoft Project

SPSS and ExtendSim

Performance improvement, Project management, and Process mapping

Business Analytics, R, SQL

Data Visualization (Tableau & Power BI)

Team Management

Google Analytics, Digital Marketing, SEO