



# ASHUTOSH JHA

## PROFILE

Energetic take-charge leader motivated to build and grow the organization. Expertise in obtaining business solutions and company profitability through improvement by ensuring Category optimization, profitable sales, superior customer service, community involvement and personnel development. Demonstrated experience in driving pricing, product display, marketing, and promotions of products to make them highly visible, accessible, and appealing to customers. Fully-committed to business analysis, finding solutions to real world business problems and developing innovative and unconventional methods of marketing that users will love.

## CONTACT



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Thiruvannamipur,  
Chennai - 600041

## INTERESTS



## EDUCATION

RAJALAKSHMI ENGINEERING COLLEGE	2016
B.E (EEE)	
IIIT-BENGALURU	2019
PGD(Data Science)	
Specialisation - Business * Marketing Analytics	
LIVERPOOL JOHN MOORES UNIV.	2019
Master of Science(Data Science)	

## EXPERIENCE

ENACTUS INDIA	Jan'16 - Dec'16
Social Media Ambassador	
VISUALIZEE MEDIA & EVENTS	Jan'16 - July'16
Marketing Manager	
KREA	July'16 - Oct'16
INTERN- Market Research & Guerilla Marketing	
CTS (Google AdWords,Snippets)	Oct'16 - Nov'17
Process Executive - Onsite at Google	
ENACTUS INDIA	Nov'17 - Sep'18
Program Manager - South India	
ASIA TRADE CONSORTIUM	Sep'18- Dec'19
Biz Dev Manager	
THE BLAH CONCEPTS	Dec19- Current
Chief Marketing Officer	

## SKILLS & QUALITIES

Cx Behavior Insights	● ● ● ● ●
Critical, Credible Thinking skills	● ● ● ● ●
Adaptable, Tactical Approach	● ● ● ● ●
Communication/Interpersonal Skills	● ● ● ● ●

## ACHIEVEMENTS

- Research Associate - The Devil Does Care
- A Book on Guerilla Marketing
- Ideal Play Abacus - National Level Runner Up
- Enactus REC - Presentation Team