

ABHIJEET ANAND

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🌐 [linkedin.com/in/abhijeet-anand-3971aa229](https://www.linkedin.com/in/abhijeet-anand-3971aa229) 🔗 Portfolio - <https://rrr-plum-mu.vercel.app/>

Profile

Digitally driven BBA student at IIM Bangalore specializing in Digital Business & Entrepreneurship, integrating social media strategy, business analytics and frontend development to drive measurable digital growth. Skilled in converting customer and market insights into content strategies, analytical dashboards and responsive digital products. Seeking opportunities to apply digital and analytical skillsets in high-growth and consulting-focused environments.

Education

Indian Institute of Management Bangalore — BBA (Digital Business & Entrepreneurship) 2024 – 2027

Millia Convent English School — Class 12 (CBSE)

78.6% | 2022 – 2023

Bijendra Public School — Class 10 (CBSE)

75% | 2020 – 2021

Professional Experience

INTERNSHIP EXPERIENCE

Ministry of Electronics & Information Technology (MeitY) — Intern *March 2025 – April 2025*

- Researched Intellectual Property and global patent frameworks, including PCT applications and crime trend analysis.
- Designed a presentation to simplify complex IP concepts for non-legal stakeholders.

Skills

Social Media Strategy Marketing

Designed end-to-end social media systems including company goal mapping, buyer personas, brand tone, SMART objectives, monthly goals, weekly content calendars, paid promotion plans and KPI-based performance optimisation.

Business Analytics & Spreadsheet-Based Decision Making

Hands-on experience analysing raw business data using pivot tables, dashboards and automation — including cohort analysis, CLTV, RFM segmentation and clustering to generate business recommendations.

Frontend Web Development & Digital Identity Design

Able to design and build responsive websites using HTML, CSS and JavaScript with API integrations (Unsplash, Wikipedia, OpenWeather), real-time dynamic features and a strong business-first UI/UX approach.

Projects

AI-Powered Travel Discovery Website — Frontend Development

<https://travel-project-4.vercel.app/>

Built an interactive travel platform integrating Unsplash, Wikipedia & OpenWeather APIs, itinerary generation logic and an interactive world map (Leaflet + OpenStreetMap).

Trim Tokyo — Social Media Marketing Strategy

https://www.icloud.com/keynote/084YhHVIWvKHAYlJOWjwPYBqg#_Trim_tokyo_Marketing

Designed a complete growth funnel strategy including buyer persona, competitive and listening analysis, content pillars, KPI dashboard and weekly posting calendar.

Spreadsheet Dashboards for Business Decision-Making — Business Analytics

Link available on portfolio

Performed customer segmentation, retention analysis, RFM scoring and CLTV modelling using pivot dashboards to drive data-backed business recommendations.

Personal Resume & Portfolio Website — Frontend Development

<https://rrr-plum-mu.vercel.app/>

Developed a fully coded responsive website with modern UI, animations and integrated detailed descriptions of projects.

I combine marketing, analytics and development to deliver end-to-end digital execution — from insights → strategy → visual identity → website → performance dashboards.