

Anant Arora

+91-8816-859-689 | aroraanant34@gmail.com | <https://www.linkedin.com/in/anant-arora-006449214/>

Objective

Detail-oriented and results-driven Project Coordinator with an MBA in Business Analytics, experienced in managing cross-functional teams and delivering 10+ digital marketing and web development projects. Eager to apply strong organizational, analytical, and communication skills to coordinate projects effectively, ensure timely delivery, and align outcomes with business goals.

Education

Chandigarh University, Gharuan	2023 – 2025
MBA in Business Analyst	7.01 CGPA
Mukand Lal National College, Yamunanagar	2020 – 2023
B.Com(Computer Applications)	70%
Springdale's Public School, Jagadhri	2018- 2020
Matrics(10), Intermediate(+2)	73.6% and 78.6%

Experience

WebMinisters PVT. LTD. (Full Time- Project Coordinator)

Feb 2025-Ongoing

- Managing direct communication with clients to gather project requirements, clarify expectations and ensure satisfaction throughout the project lifecycle.
- Led and coordinating a cross-functional team of 10-15 members, aligning their tasks with clients goals and project timelines.
- Executed and monitored email marketing campaigns, contributing to lead generation and client engagement strategies.
- To act as a bridge between clients and internal teams, resolving queries and maintaining consistent progress update and also Handled end-to-end coordination and execution of **10–15 digital marketing and web development projects**, ensuring timely delivery and quality outcomes.

GROW2VIRAL TECHNOLOGIES LLP. (Data Analyst / Project Coordinator)

June 2024-Feb 2025

- Collaborating with cross-functional teams to understand business requirements and deliver data-driven solutions.
- Handling the YouTube and Instagram channel reports of Amazon mini TV campaign.
- Implemented data cleaning and preprocessing techniques, improving data quality by 20%.
- Extracting and manipulating large datasets on daily basis using python, excel and spreadsheets.

STUVALLEY TECHNOLOGY PVT. LTD. (Business Analyst Intern)

April 2024-July 2024

- Assist in gathering and documenting business requirements through interviews, workshops, and documentation analysis.

- Analyse data and perform quantitative and qualitative analysis to identify trends, patterns, and insights.
- Learn and utilise various analytical tools and techniques to support project work.

Certifications & Awards

1. Data Analysis with python | IBM
2. Getting started with MySQL command line | IBM
3. Getting started with Tableau | IBM
4. Big Data Engineer | IBM
5. Business Analyst with Excel: Elementary to Advance | Coursers
6. Data Analytics and visualisations Job simulation | Accenture
7. Spark And Scala Fundamentals | IBM
8. Predictive Analytics Using IBM SPSS Modeller | IBM
9. Power Bi Data Analyst Associate | Microsoft

Technical Skills

Python, Tableau, SQL, DBMS, Excel, Data Analysis, Statistics, Photoshop, IBM SPSS Modular, Critical Thinking Problem-Solving, Data Cleaning and Preparation,

Team leadership & Coordination, Client Relationship Management, Digital Marketing (Email marketing), Monday.com, Trello, Slack and other project management tool, Client acquisition, Clickup, Website design

Interests & Hobbies

- Music
- Fitness
- Travelling