

Anuj Yadav

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EDUCATION

New York University , <i>MS in Management of Technology</i> CGPA - 3.55	2024 – 2026 NYC, United States
NMIMS , <i>B.Tech in Mechanical Engineering</i> CGPA - 3.21	2018 – 2021 Mumbai, India

SKILLS

Technical Tools — Excel, SQL, Python, Tableau, Google Analytics, Salesforce CRM, Mailchimp, Web Engage, JIRA
Knowledge Areas — Product Management, Product Marketing, Digital Marketing, Business Analytics, Business Strategy
Interpersonal — Excellent Communication skills, Leadership Experience, Team building, Highly creative

PROFESSIONAL EXPERIENCE

Growth Associate , <i>Leap Finance</i>	12/2023 – 05/2024 Bengaluru, India
- Led marketing and related projects, implementing growth strategies that increased lead qualification by 24% - Carried out 500+ Social Media Marketing campaigns on Meta and Google, including SEO/SEM, Website Optimization and in-app growth - Analyzed datasets using Excel and SQL to gauge product use metrics and adjust strategy accordingly - Collaborated with Product Team on Loans Product page and with Program Manager on launch strategy - Utilized Web Engage, Hotjar, and GTM for new product launches; executed Push Notifications and Email Marketing campaigns - Led and hosted lead generation projects to attract potential clients	
Strategic Partnership Associate , <i>Bhanzu</i>	11/2022 – 11/2023 Bengaluru, India
- Led a team of 6 for organic international lead generation (GCC), improving acquisition and lead to sales conversion by more than 15% - Generated 10,000+ leads in 5 months from 9 geographies. Used Salesforce and Tableau for CRM and dashboards. - Collaborated with Sales for cross-functional growth, achieving 30% increase in organic revenue - Fostered team performance and efficiently managed targets, setting new company benchmarks for lead and revenue generation.	

ENTREPRENEURSHIP AND LEADERSHIP

Marketing Director , <i>NYU - International Student Council</i>	2025 – present NYC, United States
- Spearheaded email marketing campaigns using Mailchimp, enhancing event engagement and student participation for NYU International Student Council. - Drafted communications and status updates for council events and initiatives, aligning planning efforts with internal stakeholders and team priorities.	
Founder , <i>Korapanna</i>	07/2021 – 11/2022 Mumbai, India
Successfully launched and managed an e-commerce website, selling books to over 400 customers across three South Asian countries. Oversaw end-to-end operations, including SKU management, technology, procurement, logistics, and marketing. Recognized with the 'Student Ambassador Award' by NMIMS Mumbai for my entrepreneurial excellence.	
District Chairperson - Women Empowerment , <i>Leo District 3231</i>	2020 – 2021 Mumbai, India
- Organized sanitary pad donation drives for 300+ women in rural Maharashtra - Conducted 'Wajood' (global LGBTQ+ webinar) and 'Minerva' (global women-themed art competition) which saw 1,200+ participants from 7 countries	