HIMANSHU SRIVASTAVA

Gurgaon | (+91) 9116460596 | himanshusrivastava1018@gmail.com | linkedin.com/in/himanshu-srivastava-6653a5251

EDUCATIONAL QUALIFICATION

Name of Course	Year	Institute	Grade
MBA	2026	ICFAI university Jaipur	Result Awaited
BCA Data Science	2023	ICFAI university Jaipur	62.8%
RBSE (Class XII)	2020	Royal International School	61.60%
RBSE (Class X)	2018	Royal International School	61%

CERTIFICATION

Data Analytics For Python	**2022**	**NPTEL**
Microsoft Azure Fundamental	2023	Azure Fundamental
ABC For Sales	2025	ICFAI university

WORK EXPERIENCE

INDUSTRY EXPERIENCE

Policy Bazzar : Associate Consultant **Oct 2025 – Feb 2026**

- Verified Customer Details and Documents over calls as per KYC norms.
- Maintained accurate customer records in CRM systems.
- Ensured compliance with SOPs and turnaround timelines.

Dogma Soft Limited : Digital Marketing Executives **Nov 2022- Nov 2023**

- Canva Design
- Content Writing
- Blog Posting
- Keyword Research
- Managing Customers query

COLLEGE LEVEL INTERNHSIP EXPERIENCES

Outlook Publications Private Ltd. – CRM integration **Feb 2025 – May 2025**

- Conducted digital audit and competitor analysis for Outlook brands to support decision-making.
- Designed and analysed a CRM survey using the NPS framework and documented findings.
- Created dashboards using Excel Pivot Tables for analysis and presentations.
- Performed retail audits and submitted daily market reports in required formats.
- Worked on a structured subscription campaign and tracked performance through reports.

KEY PROJECTS

Search Engine Optimisation **2022**

- Gained hands-on experience in optimizing website rankings through effective keyword research and strategic SEO implementation

Improving SEO marketing for Cal AI website **2022**

- Led SEO initiatives for CalAI to boost organic traffic, strengthen digital presence, and drive higher enrollment conversions.

EXTRA CURRICULAR ACTIVITIES

- Badminton
- Basketball

OTHER INFORMATION

SKILLS

- **Canva**
- **MS Office Suite**
- **Python**

Scholastic Engagements

- Attended workshop of E-conclave 2018
- Attended the seminar of AI in Digital Marketing by IIDE