

Alankar Gondikar

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PROFILE SUMMARY

Alankar Gondikar is an MBA 2026 graduate of Woxsen School of Business, specializing in Marketing and Data Science/AI. He operates at the intersection of brand strategy and analytical execution — with hands-on experience launching campaigns from zero, building automation workflows adopted as client-facing products, and shipping live web applications. He brings structured thinking to creative problems and executes with precision. Actively seeking full-time roles in Marketing, Consulting, Sales, and Tech/Product.

EXPERIENCE

Digital Marketing Intern

Adroit Infoactive Solutions | June 2025 – August 2025 | Hyderabad

- Independently mapped complete customer journey flows, built and tested all WhatsApp Business API chatbot workflows from scratch — initiative was adopted as an internal process and launched as a billable service offering to clients
- Created a full recorded tutorial of the platform and workflows for internal knowledge transfer before end of internship
- Conducted UX and conversion audits on client websites and social media; delivered competitor analysis and actionable insights that improved engagement metrics

EDUCATION

Master of Business Administration

2024 – 2026

Woxsen School of Business | Specialization: Marketing & Data Science/AI

Bachelor of Commerce (Honours)

2021 – 2024

Badruka College of Commerce | Osmania University

PROJECTS

VitaScoop · Marketing & Brand Strategy

- Built a fictional functional ice cream brand end-to-end: brand identity, AI-generated product photography, Instagram organic content strategy, and Meta Pixel-tracked landing page with Supabase waitlist integration — within a Rs.1,500 budget
- Ran two Meta Ads campaigns: switching from Leads to Traffic objective reduced cost per result by 95% (Rs.42.77 to Rs.2.11 per result); Flavour Carousel creative delivered 247 landing page views at Rs.2.02/view
- Generated 8 real waitlist leads and 377 total landing page visits from cold audiences; attracted unsolicited creator collaboration DMs while ads were active — confirming brand credibility

WhatsApp Business API Chatbot · Automation & Workflow Design

- Sole designer and builder of a full conversational chatbot replicating complete website functionality on WhatsApp — independently researched the BSP platform, mapped customer journeys, and tested all workflows
- Adopted by client as a core process; launched as a billable service offering to their clients

ArbIQ · Brand Building & Digital Marketing

- Independently conceptualized a service arbitrage brand; built the full website and designed a Google Ads strategy; applied the same concept as an academic project with live campaign setup

Zestify · Web & Tech

- Built a dietary recipe PWA using Next.js via vibe coding; deployed live on Cloudflare Pages with GitHub Actions CI/CD pipeline

ACCOMPLISHMENTS & INVOLVEMENTS

- Social Media & Content Head** · CrowdCore — Woxsen Marketing Club · March – December 2025

- **Mentee** · PRME Mentorship Programme (UN Global Compact initiative) · May – July 2025
- **Sports Coordinator** (Part-time) · Woxsen University Sports Academy · August – October 2024

SKILLS

Marketing	Consumer Behavior Analysis · Digital Strategy · Brand Positioning · Go-To-Market Planning · Marketing Automation · Meta Ads · Google Ads · Content Strategy
Data & Tools	Power BI · n8n · Automation · Orange (familiar) · Notion · HubSpot · Google Analytics · GitHub · Canva · Excel
Languages	English · Hindi · Telugu · Marathi

CERTIFICATIONS

Digital Marketing — IIM Sirmaur

Inbound Marketing — HubSpot Academy

Introduction to Artificial Intelligence — IBM / Coursera

Introduction to Data Analysis — IBM / Coursera

Design Thinking for Innovation — University of Virginia / Coursera

Leadership Communication for Maximum Impact — Northwestern University / Coursera