



AYAN RAY

MBATECH.(IT) | MARKETING | NMIMS UNIVERSITY

CERTIFICATIONS





- Google Analytics Certification
- Google Ad Fundamentals
- Google Ads Display Certification
- Bing Ads Accredited Professional
- IBM Data Science Professional Certificate
- Financial Markets- with Honors(Yale University)
- Introduction to Financial Markets (Indian School of Business)

PROFESSIONAL SKILLS

- Google Ads & Analytics
- Design Thinking
- Adobe Creative Cloud
- Strategy Building
- Graphic Design
- Data Analytics
- Web Designing
- Machine Learning

PERSONAL SKILLS

- Leadership
- Innovation
- Adaptability
- Public Speaking
- Creative Thinking

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EDUCATION

NMIMS, University | MPSTME

Dual Degree(Currently pursuing) 2016 - 2021

- Bachelor of Technology(Information Technology)
- MBA(Technology Management) | Major: Marketing

WORK EXPERIENCE

Open Health Systems Laboratory, USA

DIGITAL EVANGELIST (REMOTE PART TIME) | MARCH 2020- TODAY

- Managed a team of 7 people to increase the digital presence of OHSL(Website, Social Media & Email Marketing)
- Increased the brand awareness and worked on the transition of the website to a Drupal CMS.

WorkAmp Spaces, Mumbai

PRODUCT MANAGEMENT INTERN| 04 MAY 2020 - 05 JULY 2020

- Ideated solutions for the products and services by WorkAmp using various design thinking techniques.
- Worked on brand positioning & product marketing.

LTI(Larson & Toubro Infotech Ltd.), Mumbai

TECHNICAL INTERN | 06 MAY 2019 - 28 JUNE 2020

- Developed a text analysis tool using Microsoft LUIS and Azure Machine Learning studio to detect alerts from tweets for the LTI's Smart City Platform.

Larson & Toubro Construction, Mumbai

SUMMER INTERN | 04 JUN 2018 - 05 JULY 2018

- Developed an AI based conversational chatbot using Google's DialogFlow platform.

Art Should Tempt, New Delhi

SUMMER INTERN | 01 JUN 2017 - 02 JULY 2017

- Designed the visual aesthetics of the print magazine and the wireframes of the website.

ACHIEVEMENTS

- Achieved "Google Ads Top Marketer" status in Google Ads Online Marketing Challenge 2020.
- Won the "Resolution Fellowship" awarded by the Resolution Project for the "Social Venture Challenge"
- Delegated at Harvard World Model United Nations, Madrid
- Designed an Android application which provides assistance to the senior citizens.
- Design and Media Mentor, MUNSociety MPSTME, 2019
- Web & Graphic Design Freelancer, 2018 – 2019
- Media & Design Executive, TEDx Vile Parle, 2018
- Creative Director, The Little Big, Sep – Nov, 2018