

Anant Singh

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MustEatWorld.com 

Business strategy professional with 9 years of diversified global experience in product marketing, business development, content creation, web development and analytics. Experience driving growth using quantitative and qualitative measures. Proven record of increase in revenue and improvement in profitability.

Skills

- Marketing: Go-to-market strategy, Content creation, Competitive analysis, SEO, Analyst relations
Tools: Salesforce, AdSense, Adobe Creative Cloud, Wordpress, MailChimp, Facebook advertising
- Analytics: Statistical analysis, Forecasting, Regression models, ROI models, Business modeling
Tools: Advanced Excel, SQL, Tableau, Python, Google Analytics, Analytify, @Risk

Experience

MustEatWorld.com, New York

March 2016 – Current

Founder, Writer, Developer & Marketer

- Traveled the world to explore local cuisine and write blogs for backpackers interested in local food
- Developed and managed website using Wordpress and cPanel
- Marketed website using Facebook Page, Instagram posts and SEO, to achieve >4000 views per posts
- Analyzed website performance metrics using Google Analytics and Analytify
- Monetized website using Google AdSense and affiliate marketing programs with Amazon and Booking.com

Data Analytics and Marketing Consultant

- Projected demand for textbooks to optimize and streamline production by 10% for existing and new textbook launches based on statistical analysis of order data
- Advised a data analytics startup in Atlanta and helped refine their initial go-to-market strategy
- Refined positioning and messaging for a brand new co-working space startup in Kolkata, India

Internap, Atlanta

June 2013 – March 2016

Product Marketing Manager

- Created go-to-market plans for 12 product launches including positioning, messaging and promotions based on value proposition, industry trends and competitive analysis resulting in faster adoption and sales
- Created over 100 pieces of marketing content including white papers, data sheets and blog posts to effectively support lead generation and sales enablement activities
- Analyzed competitive landscape and designed online tools for effective competitive differentiation resulting in 15% increase in lead generation
- Implemented SEO strategies to improve product ranking from page 3 on Google to the top ranked link
- Created three interactive ROI and TCO financial models to effectively articulate value to customers
- Provided product feature recommendations based on competitive analysis and client requirements
- Developed analyst relations plan and achieved product listing on Gartner, 451Research and Forrester
- Lead company wide customer experience study to identify gaps in user experience and enhance customer engagement and sales effectiveness

Servigistics, Atlanta
MBA Intern

May 2012 – August 2012

- Identified cross-selling opportunities with the customers of an acquired company based on analysis of client requirements and product fit
- Created go-to-market strategy for India, China and Latin America to improve global presence and reach

Pearson VUE, New Delhi

June 2008 – June 2011

Business Development Executive – Asia Pacific

- Increased law school partnerships for law admissions test from 4 to 15 institutions effectively increasing revenues by 200%
- Provided solutions and pricing for multiple end-to-end RFP responses; coordinated cross functional teams to win 2 major contracts within 6 months

Executive Assistant to Managing Director

- Analyzed and proposed the case for relocation of company owned test center in Japan which increased efficiency and reduced the per unit cost from \$41 to \$15
- Prepared valuation models and analyzed statements of accounts for acquisition targets helping the firm with important financial considerations during M&A activities
- Created tools to forecast future business demand and managed capacity of company owned testing centers across Asia Pacific meeting and exceeding Client KPIs
- Led a team of 7 to successfully execute one of India's first large scale computer based management testing projects for a city in India with under 1% defects as compared to over 20% by the competitor
- Supported one of India's first computer based testing projects by providing capacity management, vendor and logistics services for all 19 project execution cities across the country

Flour, New Delhi

July 2007 – June 2008

Internal Accountant

- Prepared Bank Reconciliation, Trial Balance Statements, Headcount, Outlook and Audit reports with zero errors for global entities

Education

MBA / Georgia Institute of Technology, Atlanta

May 2013

Concentration: Marketing, Finance and Entrepreneurship | Merit-based Full Scholarship | 3.9 GPA | 720 GMAT

PG Diploma / ICFAI University, New Delhi

July 2008

Major: Financial Engineering | Financial Markets, Institutions and Instruments

Bachelor of Commerce / Delhi University, New Delhi

July 2007

Major: Economics & Finance | Cultural Secretary 2006-2007 | Vice President Commerce Society 2005 - 2006

Activities

- Volunteer teacher and board member at ROPIO Foundation, an educational and vocational NGO for children from socio-economically challenged families
- Started Internap Innovation Program to drive bottom-up innovation by implementing design thinking and lean startup methods
- Blockchain technology investor, user, community member and enthusiast since 2013 with a focus on real-world applications