

ANKIT KANSIL

CONTACT

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POSTAL ADDRESS:

Apartment 107 Block G
Hamilton Gardens,
Carnlough Road, Cabra, Dublin
7
D07 FW7C

SKILLS

- CRM Integration
- Web Designing
- Microsoft Dynamics NAV
- Excel
- Google Ads
- Wordpress
- Google Analytics
- Merchant Center
- Facebook Ads

ACHIEVEMENTS

- Awarded the appreciation of 100% customer satisfaction score - Genpact

VISA STATUS

Stamp 4 visa holder – Visa sponsorship not required

WORK EXPERIENCE

Accenture (Dublin, Ireland)

Trust and Safety Associate

Feb 2024 – Present

Extensively reviewed, analyzed, interpreted and actioned the digital content as per the client policies while improving user experiences and identifying any policy gaps.

Freelancing (Cork, Ireland)

Web Development Consultant

July 2023 – Jan 2024

- Advised on existing issues and potential improvements on the client's website.
- Led the end-to-end re-development of the client's website with e-commerce enablement from scratch.

(website: <https://munstertabletennis.com/>)

Southern Tapes and Packaging (Cork, Ireland)

E-Commerce Manager

Jan 2020 – Jan 2023

During this 3-year journey I worked on multiple projects that helped my employer to grow their online presence through digital marketing and web development.

Project 1: E-commerce Enablement

- Identified and rectified legacy issues in the company by building product data from scratch and presented them in SEO friendly and user-friendly format on the website.
- Led end – to – end execution of company's websites development for launching the e-commerce platform. (<https://down2earthmaterials.ie/> and <https://www.stppackaging.ie/>)
- Automated various processes by integrating NAV with e-commerce platforms such as WooCommerce and Magento. This resulted into business going live for 24x7.

Project 2: Extending digital presence across various channels

- Undertook digital innovation and marketing projects including SEO, SMM and Web Design.
- Improved business's online presence by optimizing the company's online advertisement platform such as Google Ads.

Genpact (Hyderabad, India)

Process Associate – Google AdWords

April 2017 – June 2018

- Primarily responsible for providing support for various google customers across their product suites such as Google Ads (formerly Google AdWords), Merchant Centre and Google Analytics.
- As a primary point of contact, I was responsible for representing end-to-end client needs while upholding the highest values of integrity and passion.
- Analyzed every client's individual business and suggested suitable marketing strategies.
- Managed multiple client accounts across the United Kingdom/ Ireland, North American and Australian market.
- Ensured high client satisfaction by resolving product related concerns and collaborated across teams when required.

National Educational Stores (Delhi, India)

Business Development Manager

November 2013 – March 2017

- Developed an e-commerce proposal for transitioning a brick-and-mortar business to an e-commerce platform.
- Conducted market research and analyzed the e-commerce landscape to identify optimal strategies.
- Persuaded stakeholders to embrace online selling through data-driven arguments.
- Collaborated with business solution providers to enhance the website.
- Created a phased digital catalog for online sales.

- Successfully enabled the business for multi-platform selling on Amazon, eBay, and Snapdeal.
- Negotiated with vendors to achieve high business value.
- Completed the project within tight timelines and limited resources without compromising the quality.
- With all these developments the business was able to achieve the breakeven within 15 months.
- Streamlined internal processes and delegated tasks to team members.
- Provided ad hoc customer assistance as needed.

EDUCATION & CERTIFICATION

Google

Google Ads Fundamentals, 2019

Campaign Manager Brand Controls Basics, 2020

Hubspot

Methodology Inbound, 2019

Dublin Business School

MSc. Digital Marketing, 2018 - 2019

Dissertation: Explored the use of Augmented Reality (AR) for immersive marketing in print media ads in Ireland.

University of Delhi

B. A. (Hons.) Geography, 2010 - 2013