

RESUME

BUSINESS & INNOVATION STRATEGIST

ANKISHA RANA

10+ years across business, technology, communications and innovation



ankisharana.com

I build strategies and systems that help businesses and ideas move forward.

I've spent over a decade working across India, North America and Europe, moving through communications, entrepreneurship, digital strategy and technology-led innovation.



Who I Am

I'm a business and innovation strategist who likes being close to both the thinking and the doing. My work combines commercial thinking, creative problem-solving and hands-on delivery, shaped by years of building businesses, teams and projects. I'm currently pursuing an MBA in General Management at the University of Potsdam, bringing a stronger management lens to where I go next.



What I Bring



Problem solving — Research • Analysis
• Decision-making



Execution — Planning • Prioritising
• Budgeting • Coordinating



Communication — Writing • Presenting
• Negotiating • Simplifying complexity

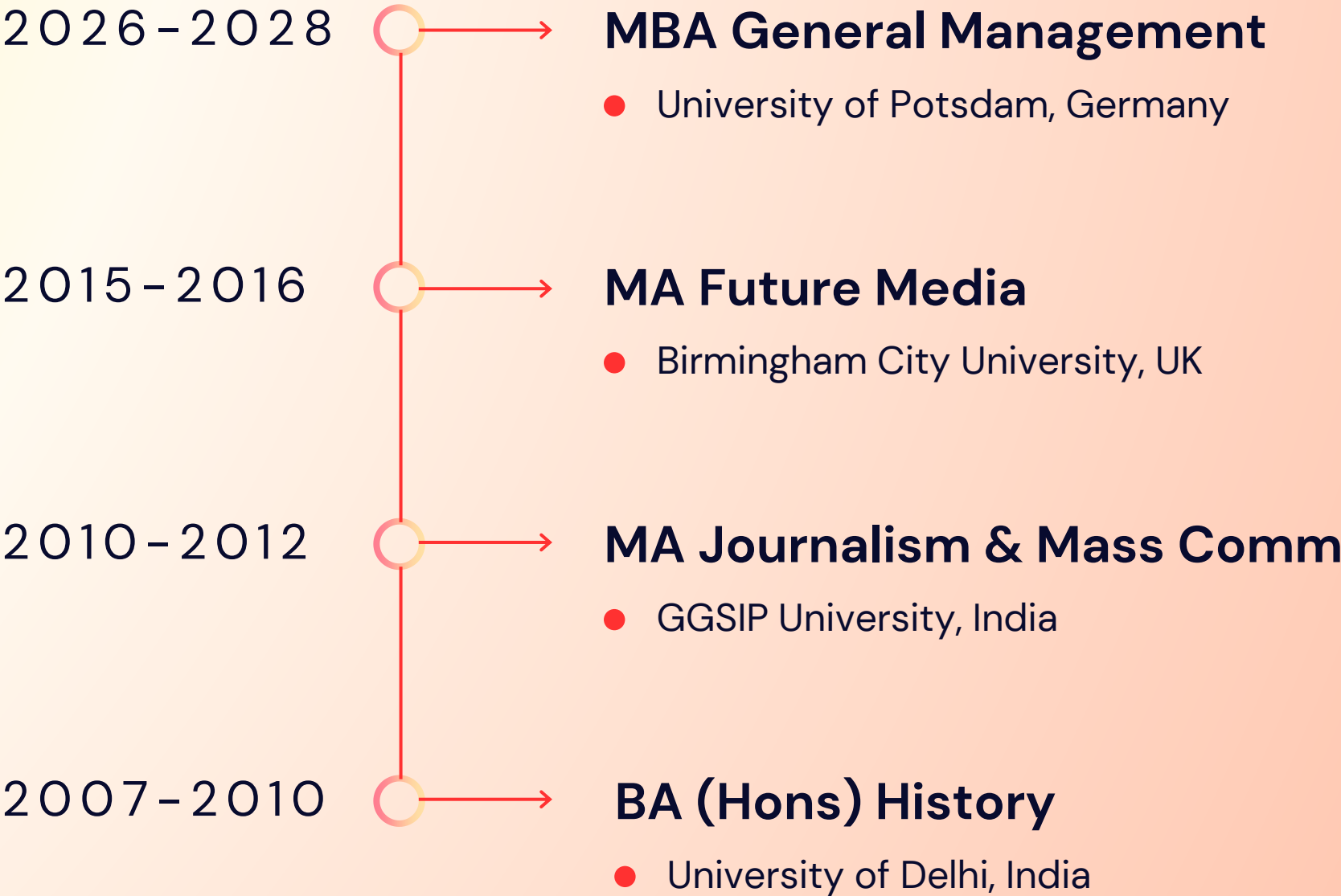
Strategy when it needs thinking. Structure when it needs organising. Ownership when it needs doing.

Education & Qualifications

My education spans humanities, communications, digital media and management, reflecting the different disciplines that have shaped my career.



Business + digital fluency =
a multidisciplinary education.



FEB 2023 – SEP 2026

Marketing Lead

QUEEN'S UNIVERSITY BELFAST
Momentum One Zero (M1.0)

Belfast, Northern Ireland
United Kingdom

Momentum One Zero is Queen's University Belfast's £70m innovation centre, bringing together research and industry to accelerate technology-led innovation.



Strategy

Owned the centre's marketing and communications strategy, translating complex research and technology into clear propositions for industry, government and wider stakeholders.



Brand & Content

Led brand development and managed the website, social channels, newsletters, campaigns, publications and digital and print collateral.



Projects & Events

Planned and delivered launches, industry events, exhibitions and stakeholder engagements, coordinating suppliers, partners, speakers and internal teams.



Systems & Operations

Built trackers, planning processes, reporting tools and workflows to improve campaign delivery, stakeholder communication and lead follow-up.



Stakeholder Management

Worked across academics, engineers, business development teams, senior leadership, government, industry partners and external agencies.

From launch to an established innovation brand

A three-year progression from building the foundations to creating the systems needed for growth.

~40%
Process efficiency

Introduced shared trackers, workflows, templates and planning processes that reduced duplication and made cross-team delivery faster.

+50%
Organic leads

Built an integrated website, content, events and outreach pipeline that created a consistent route for new industry enquiries.

+150%
Brand awareness

Established a consistent industry-facing presence across channels

JUL 2022 – JAN 2023

Head of Content Acquisition

UPLEVYL

Austin, Texas
United States

Uplevyl is a digital platform built around professional development, content and community for women, bringing learning, networking and career resources into one ecosystem.



Content Strategy

Built the overarching content strategy, defining what content was needed, for whom, across which channels and how its performance would be measured.



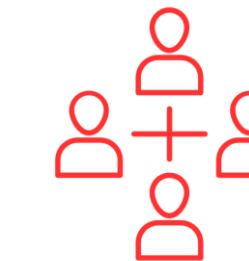
Content Acquisition

Managed the process of identifying, sourcing and developing content for the platform, ensuring a consistent pipeline aligned with audience and business needs.



Workflow Management

Designed clearer processes for moving content from planning and acquisition through production, review, publishing and promotion.



Cross-team Delivery

Coordinated across content, engagement and operations teams, clarifying responsibilities and keeping work moving across functions.



Performance & Planning

Reviewed content performance and audience behaviour to identify gaps, improve planning and inform future content decisions.

Building a content operation that could move faster and scale better.

I focused on removing bottlenecks, clarifying ownership and creating a more structured workflow across content, engagement and operations.

~30%

**improvement in
cross-team
delivery efficiency**

Created shared processes and planning structures that made coordination across the three functions more consistent and predictable.

~40%

**reduction in
workflow delays**

Clarified ownership, handovers and approval stages across content, engagement and operations to reduce bottlenecks.

~35%

**faster content
turnaround**

Introduced a production workflow that reduced the time between content acquisition and publication.

MAY – JUL 2022

Marketing Manager

INDIAN SCHOOL OF BUSINESS

Hyderabad, India

Indian School of Business (ISB) is one of India's leading business schools, delivering postgraduate and executive education to senior professionals, executives and future business leaders.



Portfolio Management

Managed marketing activity across six postgraduate and executive education programmes, balancing different audiences, recruitment cycles and priorities.



Performance Marketing

Reviewed campaign spend, CPL (Cost Per Lead), conversions and funnel performance to identify where budgets and resources could be used more effectively.



Campaign Planning

Planned and coordinated activity across paid media, content, email and digital channels, ensuring campaigns worked together across the recruitment journey.



Analysis & Optimisation

Audited campaign structures, keywords, audiences, creative and landing-page performance to identify gaps and opportunities for improvement.



Leadership Reporting

Presented performance, findings and recommendations to senior leadership, translating campaign data into clear actions and investment decisions.

Making a complex marketing portfolio more efficient.

I used performance data to identify inefficiencies, improve how budgets were deployed and create clearer decision-making across multiple programmes and channels.

~25%

**improvement in
budget efficiency**

Used programme-level CPL, conversion and historical performance to identify inefficient spend and recommend stronger allocation across campaigns.

~30%

**faster campaign
decision-making**

Created clearer performance views across channels, allowing underperformance and optimisation opportunities to be identified earlier.

~35%

**reduction in reporting
turnaround**

Consolidated performance analysis and reporting across campaigns

JAN 2018 – APR 2022

Co-Founder & Digital Marketing Strategist

SOCIO SKETCH MEDIA

New Delhi, India

Socio Sketch was a digital marketing consultancy I co-founded, working with businesses across multiple sectors on growth, digital strategy, branding and customer acquisition.



Business Development

Built the client pipeline, developed proposals, pitched for new business and managed commercial relationships from acquisition through renewal.



Client & Account Management

Managed a portfolio of 14+ client accounts, translating business objectives into scopes, priorities, budgets and delivery plans.



Team Leadership

Led a 10+ person multidisciplinary team across strategy, content, design and performance marketing, allocating work and managing delivery across concurrent projects.



Project & Budget Management

Owned project scopes, timelines, campaign budgets, milestones and client reporting while balancing resources across multiple accounts.



Business Operations

Built internal processes for proposals, onboarding, project delivery, reporting and account management as the consultancy and client portfolio grew.

Building a consultancy that grew without losing control of delivery.

I worked across both sides of the business: winning and retaining clients while building the team, processes and delivery structure needed to service them well.

~93%

**on-time milestone
delivery**

Introduced clearer scopes, ownership, timelines and internal review processes to keep multiple client projects moving simultaneously.

~82%

repeat-client rate

Built strong account relationships and consistent delivery processes that helped turn initial engagements into recurring client work.

~\$120K

annual revenue growth

Developed longer-term engagements rather than relying primarily on one-off projects.

A few words from people I've worked with

Across different stages of my career, I've worked with people who have seen how I think, lead and deliver. The years below show when our paths crossed, followed by a few words they shared about working with me.



GET IN TOUCH

Good ideas deserve people who know what to do with them.

If you're building something ambitious, complicated or new, there's a good chance we'll have plenty to talk about.

**Email**

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**Phone**

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**Portfolio**

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**LinkedIn**

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Response time: usually within 24 hours . Based in Berlin . Open to remote work