

Anurag Ghosh

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EDUCATION

University of Illinois Urbana-Champaign - Gies College of Business

Champaign, IL

- B.S. in Marketing | Minor in Technology & Management | GPA: 3.93/4.00 | Expected May 2028
- Selected for the Hoeft Technology & Management Program, Apr 2026 | Rising Junior seeking Summer 2026 marketing internships

PROFESSIONAL EXPERIENCE

Tata Consultancy Services

Chicago, IL

Intern, Business / Experience Transformation Group

Jun 2023 - Aug 2023

- Supported Humana Medicare experience-transformation work by analyzing member research and synthesizing findings into client-ready recommendations to improve the customer experience for adults 65+
- Organized user feedback, meeting notes, and stakeholder inputs into web product and UI/UX action items, presentation materials, and workflow recommendations
- Collaborated across a fast-paced cross-functional team to communicate research-backed insights, manage concurrent deliverables, and support internal and client-facing presentations

LEADERSHIP & INVOLVEMENT

OTCR Consulting

Champaign, IL

Project Manager

Feb 2026 - Present

- Promoted to lead a nonprofit engagement focused on diversifying revenue streams and strengthening marketing strategy; serve as the primary client-facing lead across meetings, workplans, and final deliverables
- Selected as 1 of 4 Project Managers from 20+ experienced consultants; manage 5-6 consultants, drive weekly workflow, and lead onboarding and training while committing 15+ hours per week
- Translate market, customer, and competitive research into recommendations spanning revenue benchmarks, sponsorship strategy, marketing materials, and stakeholder outreach
- Plan client meetings, guide workstream execution, and synthesize findings into polished deliverables for weekly stakeholder discussions

OTCR Consulting

Champaign, IL

Lead Consultant

Sep 2025 - Feb 2026

- Led weekly research in Excel to evaluate market opportunities, customer segments, and marketing channels for client-facing recommendations
- Built presentations, project updates, and research summaries for nonprofit, retail, and emerging-technology engagements, including privacy-sensitive work involving quantum organizations and researchers
- Supported recommendations across revenue growth, brand positioning, product innovation, and stakeholder strategy for client teams

Ascend UIUC Chapter

Champaign, IL

Marketing Director

Aug 2025 - Dec 2025

- Designed event posters, merchandise, and presentation-ready assets to increase turnout and engagement across an 80+ member organization
- Partnered with leadership to translate event goals into cohesive campaigns, strengthening outreach consistency, branding, and communications execution

Ascend UIUC Chapter

Champaign, IL

New Member Director

Jan 2025 - May 2025

- Planned and executed 7-10 events for 25+ new members, coordinating logistics, timelines, and communications to deliver programming on schedule
- Built an onboarding experience that strengthened community-building and maintained consistent communication across new member programming
- Coordinated outreach and event communications that improved visibility and follow-through across the new member experience

SKILLS, COURSEWORK & INTERESTS

Skills: Excel, PowerPoint, Word, Microsoft Teams, Tableau, Canva, Python, Google Colab, Market Research, Competitive Analysis, Stakeholder Communication, Client Presentations, Project Management, Product Research, UI/UX Research

Coursework: Business Analytics, Data Mining for Business Applications, Legal Environment of Business, Consumer and Market Insight

Additional Exposure: Healthcare, nonprofit, retail, quantum, and UI/UX-oriented projects across client service and student consulting environments

Languages: Fluent in Hindi, Bengali, and German **Interests:** Media & Entertainment, Streaming, Consumer Brands