



Growth Hacker	E-commerce Specialist	Social Worker
Work Experience		
Nation With Nam0 (Political Consulting Firm)		
Junior Growth Associate		August 2021 - July 2022
<ul style="list-style-type: none"> Built and launched ad campaigns on different platforms like Facebook, Instagram, Sharechat Etc. Coordinate with the national media professionals and help in strategy formulation and narrative shaping in media by providing output based on online ad reports Worked with data analysts to formulate reports and analyze campaign outcomes on an ongoing basis Successfully implemented and executed Modi11 App install advertising campaign which increased the app install from 80,000 to 3,50,000 within 3 months at a CPI of 5 INR Successfully run page-like campaigns for Nation with Nam0, PEBMS, Bua-Babua pages and gain more than 20 lakhs cumulative page like with an average CPL of 1 INR 		
Digital Patang Pvt. Ltd.		
E-commerce Analyst		June 2020 – August 2021
<ul style="list-style-type: none"> Worked on the seller account of Amazon, Flipkart, Pepper fry, Paytm, Urban ladder, and other marketplaces Developed and implemented affiliate marketing campaigns for our new releases increased affiliate revenue from nil to 8% of overall total revenue Performed Competitive Analysis to offer a proper recommendation that drove more than 12% overall revenue growth on major e-commerce platforms Conducted catalogue audit & identified areas of improvement and proposed corrective plans leading to a 20% decrease in dead stock Developed and implemented an email marketing campaign funnel which increased the cross-selling revenue from 6% to 18% of our website total revenue 		
Educational Qualification		
Qualification	Institute	Year
MBA	DTU (East Delhi Campus) ,Delhi	2024
BBA	Gitarattan International Business School, Delhi	2020
XII, CBSE	Geeta Bal Bharti Senior Secondary School, Delhi	2016
X, CBSE	Geeta Bal Bharti Senior Secondary School, Delhi	2014
Academic Achievements		
<ul style="list-style-type: none"> Lead a team of 5+ Professionals in the growth department during UP Election 2022 as a Junior Growth Associate Secured a 99 Percentile in CMAT with an AIR of 598 out of 51,144 appeared candidates Achieved Super Intern Title at sharekhan for exceptional performance during the internship period 		2022 2021 2019
Projects and Internships		
Live Projects/Training		
Strategy Formulation, Dilli Home Tutors	<ul style="list-style-type: none"> Led a team of junior interns and pitched the organization idea to various educators Formulated various offline and online marketing strategies to market the company in local areas of Delhi Successfully led the collaborations with various top educators of North Delhi 	2018 (8 weeks)
Positions of Responsibility		
<ul style="list-style-type: none"> Lead a team of more than 5 people to organize a blood donation drive at Gitarattan International Business School Organize and manage the campaign “Let us Spread Love” and distributed 1000 winter clothes with the help of the freeRecharge Box community in the Delhi region Part of the E Cell, Gibs, and Founded Digital marketing agency (Digitally fast) with the help of ECell Members during the academic year 2019 – 2020 		
Additional Certifications		
LinkedIn	Brand Strategy – Management of your Brand Reputation	2023
HubSpot	Digital Advertising – Facebook, Instagram, Google, Share chat, LinkedIn	2022
Amazon	Amazon Trained Ecommerce Specialist – ATEs	2022
Extra-Curricular Activities		
<ul style="list-style-type: none"> Completed Personal Project related to * Comparative Analysis of Different Ecommerce Companies * Completed course related to Facebook ads by Gaurav Madan Conducted various webinars on different topics related to digital marketing as a member of Ecell 		2023 2020 2019
Interests		
Trekking	<ul style="list-style-type: none"> Passionate about trekking with a love for exploring new trails and challenging myself physically and mentally in the great outdoors. 	
Social Service	<ul style="list-style-type: none"> Successfully organized various independent campaigns including visits to old age homes and orphanage 	