

AASTHA

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Career Objective

To work in globally competitive environment on challenging assignments that shall yield the twin benefits of job satisfaction and a steady-pace professional growth.

Professional Experience

Digital Marketing Analyst

Fortuna Retail Private Limited (GemPundit.com)

Since January-19 – Present

- Working on Google AdWords, Bing Ad Words, & Google Analytics.
- Experience in managing large scale performance based PPC campaigns (1000+ Campaigns) – 78 Countries Targeting.
- Experience in gathering insights from multiple data sources and making informed decisions to improve performance of PPC campaigns.
- Monitor conversions rates and optimise result through A/B testing.
- Track and update traffic patterns through PPC or cost per click as well as AdWords management.
- Determine ROAS on marketing efforts.
- Adding new keywords accordingly to PPC.
- SEM, Google AdWords, & Bing Ads
- Make reports accordingly.
- Developed and maintained reporting and analysis.
- Coordinate with top management in understanding different process plans, business process, and functionality in depth.

Achievements & Certification:

- Huawei industrial Training (HIT) Program from July 2017 to Aug 2017.
- Android App. Development at Xpert Infotech from June 2017 to July 2017.
- Industrial Training on CCNA at SLR Infotech from July 2014-monthg 2016.
- 4-month training and workshop on ROBOTICS conducted by RoboImagine Technologies from Aug 2015 to Nov 2015.
- Member of “NSS UNIT” at JMIT, Radaur from 2014-2017.
- Participated in Blood Donation in 2015 and 2016.
- Volunteered in Departmental Fest “e-inceptio” at JMIT, Radaur in Nov 2015.
- Volunteered in “National Education Day” at JMIT, Radaur in Nov 2014
- Secured 3rd position in “Poetical Symposium” in Talent Show Competition in Sept 2014.
- Secured 1st rank in International Mathematics Olympiad in Dec 2012.
- Secured 7th rank in National Science Olympiad in Nov 2012.
- Secured 12th rank in National Cyber Olympiad in Nov 2009.
- Secured 4st rank in International Mathematics Olympiad in Jan 2008.

Educational Qualification:

- **Bachelor of Technology** from **JMIT**, Radaur with **68 %**
- Passed **12th** from Pratap Public School, Karnal (**C.B.S.E Board**) in 2014 with **77.4 %**.
- Passed **10th** from Pratap Public School, Karnal (**C.B.S.E Board**) in 2012 with **85.5 %**.

Technical Knowledge:

- **Embedded system** at JMIT, Radaur conducted by APTRON Solutions in **Mar 2017**.
- **PCB Designing** at JMIT, Radaur conducted by EFY Group in **Feb 2016**.
- **Image Processing** workshop at JMIT, Radaur organized by **Robo Edutech** in association with **IIT Bhuvneshwar** in **Sept 2015**.

Interests

Listening to music, Poetry, reading books and playing basketball

Strengths

- Punctuality.
- Strong analytical & critical thinking skills.
- Can work effectively in team as well as individually.

Personal Details

Father	Sh. Virender Kumar
Mother's Name	Smt. Poonam Sharma
Date of Birth	08th Nov, 1997
Sex	Female
Languages known	English, Hindi.
Nationality	Indian

I hereby declare that the above information is true to the best of my knowledge.

(Aastha)

Place: **Gurugram, India.**