

INTERNSHIP:

April 2020 – June 2020

Nikulsan Technology Pvt. Ltd.

Digital Marketing – SEO

Project Title: Implementation of search engine optimization strategies to improve the inbound traffic to client's website

- Developed and conducted multi-channel digital marketing campaigns leveraging inbound marketing, social media, and content marketing to boost customer acquisition
- Performed keyword research and competitive analysis to explore untapped areas
- Enhanced link building process through backlink examination to company's KMS
- Achieved a growth of 45% in the organic search resulting in an improved SERP
- Monitored the key performance indices and evaluated the reports on Google Analytics

PROFESSIONAL EXPERIENCE:

August 2017 – August 2019

Tata Consultancy Services, Hyderabad

Achievements:

- Attained 'The Best Team' award for a combined effort in devising process automation
- Apprised with 'On the Spot' award for marked contribution in the incident resolve

Roles & Responsibilities:

- Administered the implementation and maintenance of network infra for a major global healthcare and tech giant's delivery centers committed to the IT-IS domain
- Assisted client's FTEs with technical support ensuring seamless service delivery
- Collaborated with client service manager in formulating strategies to achieve an improved business workflow
- Mentored the team in change management adhering to client's operating procedure
- Coordinated with multiple upstream application teams and executed disaster recovery exercises and ensuring data backups for business-critical information
- Bolstered team of new joiners in the team by elevating domain-specific knowledge

ACADEMIC ACHIEVEMENTS:

Kraftshala Live Project:

- Devised an IMC strategy to increase the outreach of 'Kraftshala Live Launchpad'
- Explored different marketing channels to penetrate into various campuses

CET-B:

- MEDHABRUTI scholarship under the scheme of HRD Ministry, Govt. of Odisha
- CET MERIT scholarship on the basis of academic performance in my graduation

CERTIFICATIONS:

Finance:

- Successfully Completed Trading Basics certification by Indian School of Business
- Participated in the Pillars of Equity Investments workshop held under ICICI direct
- Fundamental Analysis of Stock Market, Zerodha helped analyze stock performance

Operations:

- Green Belt program on Lean Six Sigma Methodology conducted by KPMG

Marketing:

- Marketing Analytics certification resulting in ROI optimization by customer insights
- The Fundamentals of Digital Marketing certification by Google Digital Unlocked

Data Science:

- Achieved Statistics for Data Science and Business Analysis certification by Udemy
- Power BI A-Z: Hands-On Power BI Training for Data Science certification, Udemy
- Certified Business Analytics Practitioner program under Henry Harvin Education
- Attained Data visualization using Tableau certification from Karma Strategies

Systems:

- Completed Introductory Certification on SAP ERP using GBI 3.30 on SAP S4HANA
- Artificial Intelligence and Machine Learning in Business helped learn new age tech.
- Obtained AWS Fundamentals: Going Cloud-Native certification authorized by AWS
- Secured AWS Fundamentals: Addressing Security Risk certification by AWS

Strategy & Consulting:

- Management Consulting 4.0: How Digital is Impacting the Consulting Industry



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EDUCATION

MBA 2019-21	Xavier Institute of Management, Bhubaneswar	7.08
B. Tech (Electrical Engineering) 2013-17	College of Engineering & Technology, Bhubaneswar	8.59
+2 (CHSE) 2010-12	Vikash Junior College, Bargarh	84%
10th 2009-10	Saraswati Vidya Mandir, Hirakud	89%

PROFILE

I am a passionate person with a thirst to learn and an inquisitive mind. I am pursuing my MBA-BM at XIMB specialized in Marketing (quantitative and qualitative, primary and secondary analyses, Operations (performance improvement, project management and process mapping and design), Finance, and Systems (Business Analytics). I have also a bachelor's degree in EE at CET-B.

SKILLS

- Microsoft Office and Project
- SPSS, ExtendSim
- R
- Tableau and Power BI
- Team Management