POOJA KUMARI

PROFESSIONAL SUMMARY

Results-driven professional with a background in digital marketing and software development, experienced in promoting educational products, managing SEO/PPC campaigns, and building web-based systems using Python, Django, ASP.NET, and VB.NET. Skilled in team leadership, marketing optimization, and database management. Passionate about continuous learning, with hobbies including badminton, music, and cooking.

PROFESSIONAL EXPERIENCE

Digital Marketing Executive & Team lead

Sankhyana Consultancy Services Pvt. Ltd. | Mar 2022-Jul 2023

- Promoted courses and internships via targeted digital campaigns (PPC, email, content).
- Managed social media platforms and created SEO-optimized content.
- Executed Google Ads and Facebook Ads with a focus on CTR and conversion optimization.
- Conducted market research and keyword analysis to improve search engine rankings.
- Led a team of 5–6 members, achieving consistent lead generation targets.
- Collaborated with cross-functional teams to align marketing with business goals.

ACADEMIC PROJECTS

CV-Based Personality Prediction System

Tech Stack: ASP.NET (C#), SQL Server

- Designed a system to automate applicant screening by ranking CVs based on relevant skills and experience.
- Enhanced the recruitment process by introducing a consistent and fair evaluation framework.

Library Management System

Tech Stack: VB.NET, SQL Server

- Created modules for tracking book issues, returns, availability, and student data.
- Developed admin and student dashboards to manage library functions efficiently.

LANGUAGE

English and Hindi (To read, write and speak)

PERSONAL DETAILS

- +91 8271339969
- basupooja306@gmail.com
- https://www.linkedin.com/in/pooja-kumari-1405a5235
- Fresher

EDUCATION

Matriculation	2013
Besant High School, Karma B.S.E.B	*72.6%*
Intermediate	2015
Bokaro Public School, sec 3C, C.B.S.E	*64.5%*
BCA	2018
S.P.Jain college, Sasaram V.K.S.U	*74.4%*
MCA	2023-2025
Banasthali Vidyapith, Jaipur, Rajsthan	

TECHNICAL SKILL

- **Languages**: Python, C#, VB.NET, C, Java
- **Web Technologies:** ASP.NET, HTML, JSP
- **Database:** PostgreSQL, SQL Server, MySQL
- **Soft Skills:** Leadership, Communication, Time Management, Analytical Thinking,Quick to Adopt

INTERNSHIP EXPERIENCE

Web Development Intern – e_Inspection

Centre for Railway Information Systems | Jan 2025–Jun 2025

- Developed and deployed a web-based inspection management system using Python, Django, and PostgreSQL.
- Streamlined and digitized manual inspection workflows, improving data accuracy and access.
- Optimized database queries to improve backend performance and scalability.