POOJA KUMARI

PERSONAL DETAILS

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🏠 Jaipur, Rajasthan

📅 02-06-1998

SKILLS

- Leadership Skills
- Collaborative, Cooperative
- Quick to Adopt
- Analytical Thinker
- Self-Initiating
- Verbal & Written Communication
- Innovative
- Time management
- Solution-Oriented

CAREER OBJECTIVE

Desire to secure a challenging position in a reputable organization where technical skills and knowledge can be utilized for mutual growth and professional development.

WORK EXPERIENCE

Digital Marketing Executive & Team lead

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

As a digital marketing expert, I specialize in promoting courses and internships, managing social media accounts, creating and managing content, and PPC advertising and email marketing campaigns. I develop and execute digital marketing strategies, conduct market research, analyze data, and improve search engine rankings using SEO techniques.

Additionally, I also lead a team of 5-6 employees, liaise with other team leaders and management, and achieve lead generation targets.

TECHNICAL SKILL

Languages: Vb.net, C, C#, JAVA, Python,

Database: MySQL, SQL Server, MS Excel

Web development: JavaScript, HTML, Asp.net

EDUCATION

Matriculation   2013
Besant High School, Karma B.S.E.B
72.6%

Intermediate   2015
Bokaro Public School, sec 3C, Bokaro C.B.S.E;
64.5%

BCA   2018
S.P.Jain college, Sasaram V.K.S.U
 74.39%

MCA   2023-Present
Banasthali Vidyapith, Jaipur, Rajsthan

BCA PROJECT

LIBRARY MANAGEMENT SYSTEM

- **Purpose :** LMS gives the facility to student or teacher to see details of book issued, availability, return and issued books.

- **Programming Language:** Visual Basic .NET

- **Description:** The LMS keeps records of users and books, including a database for issued books and a student database. The book database contains information about the book's contents, author, publisher, and ISBN number. There are pages for student login, book availability, book search, and admin functions for college events.

- **Responsibility:** Developing different forms in VB.net.

MCA PROJECT

CV-BASED PERSONALITY PREDICTION SYSTEM

- **Purpose :** Traditional recruitment methods can be time-consuming, energy-draining, and lead to errors in judgment and unfair candidate selection, necessitating improvements in the hiring process.

- **Programming Language:** ASP.NET With C#, Sql Server.

- **Description:** A system is proposed to effectively shortlist job applicants by ranking their CVs based on experience and key skills required for the job position. The system aims to provide a consistent and fair CV ranking policy that is legally justified, focusing not only on qualifications and experience but also on other important aspects relevant to the job. This will enable the HR department to select the right candidate for the job profile, resulting in an expert.

EXTRACURRICULAR ACTIVITIES

- Participated in Mahindra Pride classroom for employment skills test.
- Participated in SKILLUP for JAVA Certification course.