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RUKKAYYA LANADGE

Faizaman colony near Zp Office vijapura

Karnataka-586101

CAREER OBJECTIVE:

To be a part of a dynamic organization where I can grow as a professional and be able to put my knowledge and skills into practice in the success and development of the firm.

EDUCATIONAL PROFILE:

Course	Year of Completion	Institute	University	Percentage
B.E in Computer Science and Engineering	2017	B.L.D.E College of Engineering and Technology, Vijayapura	Visvesvaraya Technological University, Belgaum.	71.42%
Diploma in Computer Science and Engineering	2014	Govt. Polytechnic for women Hubli.	Board of Technical Education Bangalore.	75%
SSLC/10 th	2011	ShriHariVidyalayaUgarKhurd	Karnataka Secondary Examination Board.	83.84%

SKILLS :

- Social Media Marketing
- Paid Advertisement Facebook / Instagram
- Website Design and Development
- Photoshop, Canva (logo, banner, brochure Design).
- Tools: Eclipse IDE, JDK, SuiteCrm, XAMPP.

STRENGTHS:

- Self-Motivation
- Optimistic Attitude
- Quick Learner
- Will power

WORK EXPERIENCE: 3.5 Years

Organisation name – Techno Management (Vijaypura)

- Work experience – 2 year (7-Jan 2020- 11 January 2022)
- Worked As Full time Work from Home (During Covid)
 - Day to day management of Ad campaign for the designated client (s)
 - Regular and ad-hoc reporting from Facebook Ad Manager to provide insights and recommendations for the Agency's clients.
 - Campaign rollout and optimization ,including research, copywriting and trafficking
 - Manage daily spending in line with target and monthly budgets

- Work closely with other team members to get the designs and content
- Proficient use Facebook Ad Manager
- Provide market and keyword research with proposed strategy of Facebook Ads our new clients
- Use data-driven approach to develop marketing strategy and marketing plans to support and achieve the client business objectives
- Gather data on consumer, competitor, and market condition

Organisation Name – Affinity express (Pune Kharadi Evon IT Park)

- Work experience – 1.5year (8-august 2018 to 27 December 2019)
- Work profile:
 - Develop paid social media strategies that details campaign objective, tactics, strategy, budget allocation and media selection.
 - Execute and manage direct response and brand ,paid social media campaign ad initiatives that expand online and offline acquisitions
 - Manage campaign optimization while measuring performance and recommending tests
 - Collaborate with inter-agency teams to setup campaign and tests that will yield creative and media insights and performance
 - Designing the images and content related to business using Photoshop Canva
 - Provide the client with paid social media recommendation and the necessary trafficking information (plans, deadlines, specification sheets etc)
 - Coordinate assets and tags with partners and ensure campaigns are delivering against KPI's.

- Analysis of monthly report and giving it to the client by making them understand the result.

ACADEMIC PROJECT:

- **Project Title:** Android Operated Intelligent Combat Robot with live video processing.
- **Project Description:** This project aim is to design and develop a robotic vehicle using Bluetooth, Cell Phone and Android Application for it controlling. It has a Camera in synchronization which rotates Clockwise and Anticlockwise. Wireless camera will send back real time video and audio which can be seen on remote monitor. This kind of robot can be helpful for spying purpose in war field and surveillance and rescue operation.

CURRICULAR ACTIVITIES AND WORKSHOPS:

- Enjoy playing basketball.
- Hobby of listening to music, singing songs.
- Participated in all college events
- Entrepreneurship awareness camp.
- Java and web development internship

PERSONAL DETAILS:

Name	Rukkayya Landage
Father's name	Ramzan Landage
Mother's name	Khutija Landage
Date of birth	6 Jan 1994
Sex	Female
Marital status	Married

Nationality	Indian
Languages known	Hindi, English, Marathi, Kannada

DECLARATION:

I hereby declare that the above mentioned information provided is true to the best of my knowledge and belief.

Place: Vijayapura

RUKKAYYA LANDAGE

Date:17/08/2022