

Ananya Deshmukh

Indian | Female | 23 years old

Target MSc: Marketing & Digital Business

PROFESSIONAL EXPERIENCE

Digital Marketing Intern - Google, Bangalore June 2024 - Present.
Managing a \$100k/month YouTube ad campaign for Google Pixel; optimized bidding strategies using automated scripts, leading to a 15% reduction in Customer Acquisition Cost (CAC).
Growth Intern - Zomato 2023.
Analyzed customer churn data to design a re-engagement loyalty program that reactivated 50k+ users.

EDUCATION

BA in Economics, St.
Stephen's College, Delhi 2021 - 2024.
Specialized in Econometrics and Consumer Behavior.

SKILLS

Technical: Google Ads, Python, SQL, Tableau, Mixpanel.

PERSONAL INTERESTS

Kathak Dance (Prabhakar level), Food Photography (10k followers), Fintech Policy.