

# Ananya Deshmukh

British | 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.