

Neelak Ghosh

DIGITAL MARKETER · DATA ANALYST

Nerul, Navi Mumbai, Maharashtra, India

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“Not all who wander are lost.”

Education

NMIMS(Narsee Monjee Institute of Management Studies)

B.TECH. IN COMPUTER ENGINEERING

Mumbai, India

Aug. 2017 - Apr. 2022

NMIMS(Narsee Monjee Institute of Management Studies)

MBATECH

Major in Marketing, Minor in Business Intelligence Analytics

Mumbai, India

Aug. 2017 - Apr. 2022

Skills

Languages C, C++, Python, Java, C#, SQL

Web Development HTML, CSS, JS

DevOps AWS, Docker

Operating System Linux, Windows

Data Visualization Tableau

Languages English, Hindi, Bengali

Experience

Media.Net

SR ASSOCIATE CAMPAIGN MANAGER

Mumbai, Maharashtra

Jun. 2022 - Present

- Own P&L responsibility and day to day management of the assigned accounts in US market, handling end-to-end digital marketing campaigns for 8 websites.
- Delivering substantial number of impressions daily.
- Identifying trends and insights with the help of analytics dashboards to achieve optimum ROAS.
- Executing Ad-analysis and pattern analysis to help identify patterns, creation of even more targeted and valuable ads.
- Managing and optimizing ad campaigns with substantial budgets

Reliance Jio

MARKET RESEARCH INTERN

Mumbai, Maharashtra

May. 2021 - Sep. 2021

- Conducted comprehensive research on the Indian gaming market.
- Performed competitor analysis and market analysis for Jio Games.
- Creating information stacks for presenting to prospective clients for Business Development.
- Developed analytical skills and gained insights into the gaming industry dynamics.

PricewaterhouseCoopers

DEVOPS INTERN

Mumbai, Maharashtra

May. 2020 - Jun. 2020

- Worked on data-pipelining for assigned client, using AWS Glue and Lambda
- Worked on data cleaning, retrieval, joining, merging and performing calculations and aggregations for assigned client, using SQL
- Worked on GTM strategy for assigned client using Alteryx and PowerBI

Mahanagar Gas Ltd

APPLICATION DEVELOPER INTERN

Mumbai, Maharashtra

May. 2018 - Jun 2018

- Developed the company's in-house Android application.
- Connected the application to the company's database.
- Resulted in a live application streamlining internal processes.

Projects

Socbet Discord Bot

A PYTHON AND SQL-BASED SOCCER BETTING BOT INTEGRATED WITH BET365 APIs. IIIT LUCKNOW 2020 HACKATHON RUNNER-UP.
<https://github.com/LiquidDazee/SocBet>

The Loast Coast

A PYTHON GAME DEVELOPED FOR PYWEEK30, FOCUSED ON ESCAPING A HAUNTED ISLAND.
<https://github.com/LiquidDazee/PyWeek30>

Covid 19 Data Exploration

EXPLORED COVID-19 DATA WITH MYSQL AND TABLEAU.
<https://github.com/LiquidDazee/COVIDSQL>

Movie Feature Analysis

ANALYZED CORRELATIONS IN A MOVIE DATASET USING PYTHON, PANDAS, AND STATISTICAL ANALYSIS.
<https://github.com/LiquidDazee/Movie-Correlation/tree/main>

gARphics

A NOVEL APPROACH TO VIEWING GRAPHS IN THE AR SPACE, AN APPLICATION WRITTEN USING C AND UNITY.
<https://github.com/Not-Pace/gARphics>

Hobbies and Interests

Music Enthusiast

DEDICATED BASSIST WITH A LOVE FOR JAZZ, FUNK, AND ROCK GENRES.

Gaming Enthusiast

FERVENT GAMER, ENGAGED IN STRATEGIC AND IMMERSIVE GAMING EXPERIENCES.

Outdoor Explorer

KEEN DRIVER WHO FINDS SOLACE IN THE JOURNEY AND ENJOYS OUTDOOR ACTIVITIES.

Tech Enthusiast

VERY PASSIONATE ABOUT TECH, STAYS UP TO DATE WITH THE LATEST TECH TRENDS.

Coffee Connoisseur

PASSIONATE COFFEE LOVER EXPLORING VARIOUS BLENDS AND BREWING METHODS.

Anime and Manga Aficionado

DEDICATED FOLLOWER DRAWING INSPIRATION FROM DIVERSE NARRATIVES AND STYLES.