

ROHIT

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EDUCATION

University of Wisconsin-Madison

Master of Science in Information (UI/UX) (GPA: 4.00/4.00)

- Key Coursework: Information Architecture & Interaction Design, Building User Interfaces, Analytics for Decision Making

Madison, WI

09/2023 - Present

Delhi Technological University

Bachelor of Technology in Mechanical Engineering (GPA: 8.00/10.00)

New Delhi, IN

08/2014 - 06/2018

PROFESSIONAL EXPERIENCE

Meesho

Growth Marketing Associate

Bengaluru, Karnataka

11/2021 - 06/2023

- Managed remarketing campaigns on Meta Ads to activate first orders from a user base of 70 million.
- Manipulated SQL queries using Presto tool to fetch remarketing audience data from data tables.
- Measured, analyzed and reported the performance of all-digital re-marketing campaigns (2 million USD budget) from Meta Ads & Mixpanel, and assessed against KPIs & CAC in Microsoft Excel.
- Increased customer acquisition and ROI by 5% in August' 22 through continuous optimization, testing and experimenting with ad creatives, discounting, audience targeting and ad placement.
- Conducted A/B testing and incremental lift measurement tests to find out the actual customer acquisition cost.

Pristyn Care

Associate – Digital Marketing

Gurugram, Haryana

07/2021 - 11/2021

- Created 500+ landing pages with Leadpages tool while experimenting with page elements to increase CTR by 10%.
- Revamped page performance using Hotjar, optimizing user experience and enhancing page engagement by 7%.
- Leveraged Google Analytics to monitor landing page loading time and in depth tracking of campaign metrics.
- Coordinated AMP landing pages project for 15+ health categories which reduced page loading time to 4 seconds.

Blemacion Technologies

Software Developer - Frontend

New Delhi, Delhi

07/2019 - 06/2021

- Collaborated with business team to develop an ecommerce website utilizing CMS tools like WordPress and extensive plugins like Elementor and WooCommerce which boosted online sales by 25%.
- Designed and developed a Comments feature utilizing React.js, enabling seamless communication among users, resulting in a 10% increase in user engagement and a 25% reduction in response time.
- Built a dynamic CMS frontend with JavaScript, CSS, jQuery, Tailwind CSS, Mustache.js, and AJAX, featuring blog management, webinar registration, and FAQs for a higher education business.

PROJECTS

Admin Panel Dashboard | React, JavaScript, HTML, CSS

GitHub

- Implemented React Router for navigation, pagination, and data organization in the admin panel, and utilized Recharts for dynamic area chart visualization. Integrated Material-UI Data Table and DataGrid for advanced table features.

Frontend Development Portfolio Website | JavaScript, ReactJS

GitHub Pages

- Created a responsive personal portfolio website to present user interface development skills in latest web technologies.

COVID Survey Form | TypeScript, SurveyJS

GitHub

- Created covid survey form with SurveyJS library to collect initial COVID symptoms data from patients.

SKILLS

- Programming Languages: JavaScript, TypeScript, Python (Pandas, NumPy, Matplotlib)
- Web Technologies: React 16+, HTML5, CSS3, Bootstrap, NPM, API
- Tools and Platforms: Git, GitHub, Jira, Tableau, JupyterLab
- Databases: MySQL
- Analytical Tools: MS Excel, Mixpanel, Google Analytics 4

ACTIVITIES

- WISPIRG volunteer for campaign against climate change (2024)