Vinita Singh

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Education

NIT DURGAPUR
Bachelors of Technology

📅 June 2022   📍 Durgapur, IN

- Undergraduate in Electrical Engineering
- First class with distinction degree
- CGPA 8.27/10.0

Links

in Linkedin **VinitaSingh**

SKILLS

DIGITAL MARKETING
- Ad Campaigns (Google, Meta)
- Email Marketing
- Sales and Marketing
- LinkedIn Marketing
- Copy writing and Content Writing
- Market Research
- Customer Relationship Management

DATA ANALYSIS
- Analytics Tools (Python, Excel)
- SQL and Database Management

PROJECT MANAGEMENT
- Project Planning and Execution
- Cross-functional Collaboration
- Data Analysis and Manipulation
- Advanced skills in Microsoft Office Suite

SOFT SKILLS
- EU Timezone Availability
- Problem Solver and Keen Learner
- Exceptional written and verbal communication
- Detail Oriented and Multitasking
- Cross-functional Collaboration

LANGUAGE PROFICIENCY
Python • C/C++ • SQL

MISCELLANEOUS
- RDBMS • Jupyter Notebooks • Google Workspace • Visio • Sharepoint • Git • Jira

ACHIEVEMENTS

EXCELLENCE SCHOLARSHIP
FashPro

1st prize winner in Business Plan Competition at Bihar Startup Conclave organized by Indian Angel Network.

PRAKRITI
NIT Durgapur

Held positions of responsibility (Public Relations) at NIT Durgapur, showcasing exceptional leadership and organizational skills.

Summary

Experienced Business Analyst with a strong track record in Data Management with a Bachelor's degree in from NIT Durgapur and a strong background in project management and data analysis. Experienced in data analysis and business strategy with a strong foundation in digital marketing expertise in Sales and Marketing, I am seeking an opportunity to contribute my skills and knowledge to a dynamic team. My expertise in digital mar- keting, market research and data analysis, combined with my problem-solving abilities and communication skills, makes me a valuable asset to any organization. I am eager to take on challenges and drive results in given field.

Experience

BUSINESS ANALYST
Deloitte USI

📅 June 2022 – April 2023   📍 Bengaluru, KA

- Demonstrated relevant industry experience in business analyst and operations activities..
- Proficient in Excel, effectively utilizing it for data analysis and reporting.
- Utilized SQL queries to extract and manipulate data from multiple sources, ensuring data accuracy and relevance for analysis.
- Adapted to data visualisation tool like Tableau to enhance data analysis capabilities.
- Maintain a process-oriented approach, developing comprehensive viewpoints to facilitate efficient problem-solving and decision-making.
- Successfully managed multitasking and ensured timely completion of activities with high-quality output.
- Collect, analyze, and interpret data, transforming complex information into actionable insights. Prepared reports and presentations to convey findings to stakeholders.
- Analyzed client requirements, mapped out supported solutions, and offered consultative guidance to help clients overcome challenges and achieve their goals.
- Participate in project planning, data gathering, and reporting to support supply chain optimization initiatives.

FASHPRO ((START-UP IN FASHION INDUSTRY) (PROJECT MANAGER)

📅 April 2023 – Presesnt   📍 Durgapur, IN

- The idea is to Create 3D models of Humans by capturing a 30s video to try-on suitable 3D outfits for any Occasions.
- Collaborated with internal teams and sellers/vendors to coordinate catalog creation, product imaging, and content quality improvements, enhancing the overall customer experience.
- Taken ownership of the growth and success of assigned brands within the program, continuously engaging with sellers and internal teams to ideate on new solutions for seller success.
- Managed day-to-day marketing operations, including handling backend tickets and configurations to support campaigns and promotions.
- Collaborated on horizontal marketing initiatives across customer, traffic, and event marketing domains, contributing to cross-functional success.

Projects

OOKER

📅 Aug 2021 – March 2022   📍 Durgapur, IN

- Ooker is a C++ library designed to facilitate distributed programming within the context of distributed shared memory (DSM) and adopts a shared memory multithreading model.