

# Aayush Jaiswal

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## EDUCATION

Program	Institution	Completion
Integrated MBA	NIIT University, Neemrana	2025
Class XII, PCM	Jijau Sr. Secondary School	2019

## PROFESSIONAL SUMMARY

As a third-year Integrated MBA student at NIIT University, I am passionate about data analytics and management core. I possess good analytical, problem-solving, and communication skills that make me confident in my ability to succeed in a future role. I am excited to continue learning and growing in this field, and I believe that my passion and dedication make me a valuable candidate for related opportunities.

## SKILLS

**Hard Skills:** SQL, Python, Data Visualization, Advance Excel , Marketing Research , Microsoft Tools, SEO, Social Media Marketing, Email Marketing

**Soft Skills:** Critical Thinking, Problem Solving, Time Management, Written & Verbal Communication

**Tools:** Power BI, WordPress, Google Ads, Asana project management, SEM Rush, SPSS

## EXPERIENCE

### Marketing Intern & Campus Ambassador

Dec 2022 - Mar 2023

E-Cell IIT Roorkee

- Organized marketing campaigns to promote IIT Roorkee to prospective students.
- Planned and executed events to create awareness about the institution.
- Conducted outreach programs to engage and inform potential applicants.

## PROJECTS

### Investigated the Influence of AI Summarized Reviews on E-commerce Purchasing

- Researched and analyzed how AI-generated reviews influence consumer purchasing decisions on e-commerce platforms.
- Conducted data collection and analysis on SPSS to assess the effectiveness.
- Developed insights and recommendations to enhance the integration of AI reviews in e-commerce strategies.

### Marketing Project: Comprehensive Campaign for a Hypothetical Hiking Company

- Analyzed target audience, market trends, and competitors to inform campaign strategies.
- Created engaging ads for various platforms including YouTube, Google, and others to reach a wider audience.
- Developed an intuitive and user-friendly website for seamless product sales with wordpress

## CERTIFICATIONS

Google Ads

Lean Six Sigma Yellow Belt

Data Analysis and Visualization in Python

SEO Crash Course

Introduction to Career Skills in Data Analytics

Accenture North America Data Analytics and Visualization

Google

S&G Consulting Forum

Udemy

SEM Rush

LinkedIn

Accenture