

ARPITHA G A

Ph No 8431841961| appishaiva5@gmail.com

CARRIER OBJECTIVE

To contribute to a company's growth and success by developing and implementing effective growth strategies, analyzing market trends, and optimizing business processes and Seeking a challenging role as a Growth Associate where I can utilize my analytical and problem-solving skills to identify new opportunities and drive revenue growth.

EDUCATION

Govt First Grade College for Women, Holenarasipura- 573211

BSc in Computer Science

Sep 2022

Girls PU college, Holenarasipura-573211.

Pre-University College

June 2019

Govt High School, Holenarasipura-573211.

High School - SSLC

June 2017

WORK EXPERIENCE

Trinkerr Technologies PVT LTD – Growth Associate

JULY 2023- JULY 2025

- Customer Acquisition & Retention Develop strategies to attract new customers and retain existing ones, optimizing the customer lifecycle.
- Data Analysis Analyse data to identify growth opportunities and track performance.
- Campaigns Plan and execute marketing campaigns across digital channels to drive engagement and conversions.
- Optimization Conduct A/B testing and optimize strategies for better results.
- Ads Managed and optimized paid advertising campaigns across platforms (Google Ads, Facebook Ads, LinkedIn Ads, etc.) to drive traffic and conversions.
- Market Research Identify trends, customer behaviours, and growth opportunities through research.
- Metrics & Reporting Track KPIs and report on the success of initiatives.
- Growth Tactics Implement innovative, cost-effective strategies for rapid scaling.
- Segmentation Use data to personalize and optimize targeted campaigns.

CERTIFICATIONS AND COURSES

Java Full Stack Development JSPIDER'S

| OCT-2022 to JUN-2023

Gained hands-on experience in both front-end (HTML, CSS, JavaScript) and back-end (Java, SQL) technologies. Developed web applications and worked with frameworks such as Spring and Hibernate.

SKILLS & INTERESTS

- **Technical Skills:** Java, Full Stack Development (HTML, CSS, JavaScript, Java, SQL), Spring Framework, Hibernate
- **Digital Marketing :** Email marketing, Facebook ads, meta ads, google ads, SEO,SEM

DECLARATION

I hereby assure that all the information provided are true to my knowledge.

Name: Arpitha G A
Place: Bangalore