



ANJALI GUPTA

Kanpur, Uttar Pradesh

7905478816 | anjaligupta232408@gmail.com

 <https://www.linkedin.com/in/anjali-gupta>

Objective

I am looking for a role where I can pitch my ideas along with being mentored toward a successful career. I aim to equip myself with team responsibilities and hone my leadership skills. Working with a team will enable me to develop better communication skills and adaptability to group dynamics.

Experience

- Amazon** 01/05/2023 - Present
ASSOCIATE SITE MERCHANDISER
Team Poc for Media Vernac where I handle weekly audit on campaign performance across subcategories of Media and Amazon.in across 7 languages i.e Hindi, kannada, Tamil, Telugu, Marathi, Bengali and malyalam.
Handling design, Tracking, merchandising and owning complete responsibility for all campaigns.
Tracking and Analysing customer needs based on customer behaviour including searching, browsing and purchasing. Analyzing and sharing relevant metrics and best practices from the executed initiative across the team.
Skills: Ms Excel, Ms office, Data Analysis, Ownership, pivot table, Metrics Reporting, cardboard and Dashboard Metrics, Sophia tool, Symphony, problem solving, Merchandising, Analytical skills
- Exposys Data Labs** 23/03/2023 - 23/03/2023
INTERSHIP
Worked On Full stack Development Projects.

Education

- AIR FORCE SCHOOL (94%)** 01/04/2016
10th
- AIR FORCE SCHOOL(86.8%)** 01/04/2018
12th
- Kanpur Institute Of Technology (86.6%)** 01/04/2023
Btech-cs

Skill

- Language: C, Java
- Web tools: HTML, CSS, JavaScript
- Database: MySQL
- Data structure

Projects

- Pg Life**

TEAM SIZE :4

Tech Stack:- HTML, CSS, Bootstrap 5, Javascript, AJAX, PHP, MySQL.

PG Life is a Full-Stack Web Application.

- Penpal(meet-up app)**

Tech Stack- Android studio,firewall,Java,XML

Penpal is a meet-up app based on a common interests of the people.

Achievement & Awards

- Certification of C and C++ training under guidance of Rcpl
- Online certification of MYSQL by textbook
- Online certification of full stack development training
- Internship certification from Exposys Data labs

Language

- English
- Hindi

Interests

- Travelling
- Exploring new ideas
- Listening to music
- Painting

Personal Details

- Date of Birth : 23/01/2001
- Marital Status : Unmarried
- Nationality : Indian

strength

- Excellent Communication skill
- Ability to grasp the new skills quickly
- hard working
- Excellent Knowledge of core subjects
- self motivated

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