ASHI SINGH
BUSINESS/DATA ANALYST

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✉ Chandni Chowk, Delhi - 110006

ABOUT ME

A highly motivated individual who bears the belief that the learning and growth processes have no limits. Strive to be a valuable asset for the organization with the mindset to continuous improvement within myself that benefit me and the company.

EXPERIENCE

Digital Marketing Analyst
Mar, 2022 - Present (10 months)

WeBeeSocial Pvt Ltd

WeBeeSocial is a creative digital marketing agency.

Achievements/Tasks

- Collecting and analyzing marketing and web behavioral data.
- Testing campaigns, analyzing key metrics, and identifying opportunities to increase campaign performance.

Digital Marketing Manager
Oct, 2021 - Feb, 2022 (5 months)

Aleph INDIA Pvt Ltd

Aleph INDIA Pvt limited deals in Product Compliances and Certifications.

Achievements/Tasks

- Plan and execute all digital marketing activities, including SEO/SEM marketing, email marketing etc.
- Manage internal team and maintain consistent brand messaging throughout all platforms.

Client Account Manager Intern
July, 2021 - Sept, 2021 (3 months)

GetMyUni

GetMyUni is an ed-tech company which aims to help students choose the right college for their career

Achievements/Tasks

- Creating & Maintaining Dashboards for insights and reporting
- Create Cost & Time Analysis and Graphical representation of data

EDUCATION

Bachelor's

Dyal Singh College, Delhi University
B.com (Hons) - 8 CGPA

Master's

Lovely Professional University, Punjab
MCA

EXPERTISE

- Business & Data Analysis
- Microsoft Office (Excel)
- Management & Analytical Skills
- Communication Skills

PORTFOLIO LINKS

[Excel Dashboard for Bike Sales](#)

[Data Visualization of Share Price](#)

CERTIFICATION

Web Development Bootcamp

Udemy

Topics - HTML, CSS, JavaScript, Bootstrap, Nodejs, DBMS, SQL, Project Management

Advance Google Analytics

Google Analytics Academy

Topics - Advance Google Analytics tools such as - Custom Dimensions & filters, Various Acquisition, and behaviour Reports, Ad campaign, Ad tracking, Campaign tracking, Segmentations, Remarketing, etc.

Advance Excel Course

Elearn Academy

Topics - Pivot Tables, Charts, Vlookup, functions, Conditional Formatting, Macro VBA Automation

AWARDS

Spot Award of the Month
Awarded by : GetMyUni

Award for Excellence
Awarded by : HCL Young Achievers Awards