

Harshika Bhandari

Graduate Student - Digital Marketing & Data Science

www.linkedin.com/in/harshika-bhandari Paris, France

SUMMARY

Digital Marketing Manager with 3+ years of experience. Seeking opportunities in user acquisition and growth profiles starting in March/April 2021.

In my previous companies, I have managed digital ad budgets of a total of \$1.3 million annually across a client portfolio spanning e-commerce, fintech & B2B verticals operating in India & Europe. I'm skilled at leveraging digital channels, data, and experimentation to drive revenue and user growth.

EXPERIENCE

Growth Marketing Intern

[Startup Action](#) 07/2020 - 12/2020 Paris, France

Startup Action helps founders build, grow, and raise capital for their start-ups. Primary services include a F2F mentorship program and a self-paced online incubator for early-stage startups

- End to end management of lead generation, activation and conversion for the business
- Achieved 2.5x increase in leads generated from paid marketing and owned channels (Website, blog & social media)
- Produced content, wrote blogs and guides for early stage founders which served as effective lead magnets for the business
- Launched and managed Startup Action website and CRM using Ontraport (website & CRM software)
- Managed CRM campaigns on email to improve conversion rate, onboard and manage the lifecycle of clients who undertook Startup Action mentorship program

Sr Ads Analyst- Paid media & SEO

[GOMO Group AB](#) 06/2018 - 08/2019 Pune/Stockholm

GO MO Group is one of the fastest-growing digital marketing agencies in Europe which provides services in Digital Strategy, SEO, and SEM for clients in the B2B-segment.

- Managed Google Search, Display and Shopping ad campaigns for B2B clients in Sweden with operations in France and Western Europe
- For one of our largest clients, I was able to increase transactions on their e-commerce store by 40% over a 3 month period
- Audited ad accounts of client prospects & created sales pitches along with the business development team to onboard 19 new clients

Business Analyst (Digital Marketing)

[Merkle Sokrati](#) 02/2017 - 03/2018 Pune, India

Merkle Sokrati is India's leading ad technology and marketing analytics company and a part of the Dentsu Aegis Network

- Responsible for strategising, implementing, and monitoring end to end Search, Display (GDN, Youtube, branding), and social media campaigns for B2B and eCommerce clients like eBay, Lazada group
- User acquisition for mobile apps with UAC campaigns, Facebook app install ads
- Created daily, weekly & monthly KPI dashboards consumed by senior stakeholders using Google Data Studio and Google Apps Script

EDUCATION

MSc Digital Marketing & Data Science

[emlyon Business School](#)

09/2019 - Ongoing Paris, France

- **Relevant Coursework:** Digital Marketing; Web Content Strategy; Web Analytics & Programmatic Advertising; Store Digitization; Consumer Behavior in a digital world; CRM, data platforms & marketing automation

Bachelor of Technology, Electrical Engineering

[Uttarakhand Technical University](#)

09/2011 - 06/2015 Dehradun, India

SKILLS

Growth Marketing

Conversion Rate Optimization

On-boarding/Reactivation

A/B Testing

CRM

Digital Channels

SEM

SMM

App marketing

Youtube

Display

Data & Design

MS Office

SQL

Tableau

Power BI

Figma

Dataiku

Canva

TRAINING / COURSES

Introduction to SQL; Python Programming Skill Track; Marketing Analytics with Python

Datacamp

Web Development Coding Boot-camp

Le Wagon

CERTIFICATION

Artificial Intelligence Strategy

[UC Berkeley](#)

2021 Mobile App Marketing & App Store Optimization ASO by Dariusz Mora

[Udemy, 2021](#)

App marketing and Monetization

[Udacity \(Free course in collaboration with Google\)](#)

Google Ads: Fundamentals, Search, Display, Shopping, Mobile, Video and Google Analytics Certification

[Google, 2018](#)

Google Analytics: Beginner & Advanced certification

[Google, 2018](#)