

HAJIRA NASRIN BANU S

Chennai

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Objective

Dedicated and passionate job seeker with strong organizational skill eager to secure a Business analyst position looking for an opportunity to use strong analytical skills to help team achieve company goal. Possess 2+ years of experience in Digital Marketing.

Skills

- SQL
- Marketing Analytics
- Tableau
- Microsoft Power BI
- Dashboard & Reporting
- Microsoft excel
- Business Analysis
- Digital marketing
- Customer relationship management
- Interpersonal communication

Experience

- **Pulsus Healthtech Llp** February 2018 - July 2020
Digital marketing executive
 - Develop Business internationally using Digital marketing.
 - Handled client accounts through entire life cycle providing customer service (B2C) and advising on various methods for maximizing return from services provided.
 - Set up new distribution partners and brought in substantial new channel sales through email marketing.
 - Partnered with regional corporations (B2B) to establish direct marketing channels and streamline company operations.
 - Developed growth plans by identifying key clients, key targets and priority service lines with International customer facing.
 - Manage large dataset, analyzing, validating for a large campaigns.
 - Reaching the target audience through Social Media Marketing Strategy and brand promotion.

Education

- **SRM University** 2021-2023
MBA Business Analytics
7.8/10
- **Sathyabama University** 2012-2016
B Tech Biomedical Engineering
7.5/10

Certification

- Diploma in Digital Marketing By Synergy School of Business Skills
- Google Business intelligence professional certification By Coursera