

GOKULA KALYANI

Hyderabad |+91-9515704947 kalyanigoud999[@gmail.com](mailto:Sanjuna.chelumalla@gmail.com)



To secure a challenging position in a reputable organization to expand my learnings, knowledge, and skills. Secure a responsible career opportunity to fully utilize my training and skills, while making a significant contribution to the success of the company.



**Wipro LTD 2021 - 2023**

**Adwords Associate and Quality Analyst**

Detection of fraud and fraud trends in Google ads and analyzed problems to find cause. Review escalated and user-reported content for compliance and client policy guidelines. Investigated the accounts of customers to stop any fraudulent activity.

Prevented unauthorized usage of cards.

Responsible for analyzing and reviewing user profiles, videos, and text-based content and/or investigating, escalating and/or resolving issues that are reported by users or flagged by the system.

Identifying all content currently live on Tool. Reviewing each piece of content. Then identifying what content needs updating or Suspending

Performed site evaluations, customer surveys and team audits.

Conducted regular content audits to identify gaps and redundancies of content. Selected relevant images to accompany content for maximum impact.

Analyze and Identify areas for increased security procedures and report to fraud prevention

Analyzing and Identifying Products described as knock off, replica, imitation, clone, faux, fake, mirror image, or similar terms when referring to a brand name in an attempt to pass themselves off as genuine products of the brand owner.

Analyzed and reported 500+ accounts with fraud and took appropriate action. Analyzed several fraud trends and minimized the losses to the client and customers.



MBA with Finance specialization from Osmania University with 75%. Graduation in B.com(General) from Osmania University with 70%. Board of Intermediate (CEC) with 63%.

S.S.C from State Board of Secondary Education with 60%.



Risk mitigation Trend Analysis Data analysis Keyword Research

Content Management fraud detection content monitoring campaign management



Participated in college level Science Fair Competitions.



Positive thinking and adaptability to new environment very easily Attitude to work with dedication and involvement.

Strong determination to succeed. Ability to organize the tasks.

Good personal, communication and presentation skills. Patience, Initiative, hard work and ability to deal with people.



Father’s Name : G. Venkatesh GoudMother’s name : G. Kalavathi

Date of Birth : 03rd August 1995 Gender : Female

Marital Status : UnMarried

Languages Known : English, Hindi and Telugu. Nationality : Indian

**DECLARATION**

I hereby declare that above mentioned information is correct to the best of my knowledge and belief.

**GOKULA KALYANI**