

Priya Sharma

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## OBJECTIVE

Marketing professional with 3 years of experience seeking to transition into a Data Analytics role. Looking to leverage my analytical mindset, business acumen, and growing technical skills to derive actionable insights from data.

## EDUCATION

Mumbai University | Mumbai, Maharashtra

Bachelor of Business Administration (BBA) in Marketing | Graduated: May 2021

- CGPA: 8.2/10

## PROFESSIONAL EXPERIENCE

Marketing Executive | Brandify Solutions Pvt. Ltd. | Mumbai, Maharashtra

June 2021 - Present

- Managed social media campaigns across Facebook, Instagram, and LinkedIn for 15+ clients
- Analyzed campaign performance metrics and prepared monthly reports using Excel
- Collaborated with design team to create engaging content that increased engagement by 35%
- Conducted market research and competitor analysis to inform marketing strategies
- Managed marketing budgets ranging from ₹50,000 to ₹5,00,000 per campaign

## TECHNICAL SKILLS

- Tools: Microsoft Excel (Pivot Tables, VLOOKUP), PowerPoint, Google Analytics, Canva, Hootsuite
- Basic Knowledge: SQL (self-learning), Tableau (beginner level)
- Marketing Platforms: Facebook Ads Manager, Google Ads, Mailchimp
- Soft Skills: Communication, Presentation, Team Collaboration, Time Management

## PROJECTS

1. Customer Segmentation Analysis

- Analyzed customer data from 3 campaigns using Excel to identify high-value customer segments
- Created visualizations to present findings to management
- Recommendations led to 20% improvement in targeting efficiency
- Tools Used: Microsoft Excel, PowerPoint

## 2. Sales Dashboard (Self-Learning Project)

- Currently building an interactive sales dashboard using Tableau Public
- Learning data visualization best practices through online tutorials
- Aim to showcase insights from sample retail dataset
- Tools Used: Tableau, Excel

## CERTIFICATIONS & COURSES

- Google Analytics Individual Qualification (GAIQ) - Google
- Digital Marketing Masterclass - Udemy (Completed: 2022)
- Currently Enrolled: SQL for Data Science - Coursera (In Progress)
- Currently Enrolled: Google Data Analytics Professional Certificate - Coursera (In Progress)

## EXTRACURRICULAR ACTIVITIES

- Active member of Mumbai Data Science Meetup Group
- Volunteer content writer for NGO "Educate India Foundation"
- Organizing committee member for college annual fest "Crescendo 2020"

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