

NAMAN TANEJA

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EDUCATION

CHITKARA UNIVERSITY

Masters of Business Administration

Major in Finance (Fintech)

Relevant Coursework: Advanced Excel, Tableau, Marketing Management

Rajpura, Punjab
(2023-2025)

CHITKARA UNIVERSITY

Bachelors of Business Administration

Major in Digital Marketing

Cumulative GPA: **8.6/10**

Relevant Coursework: SEO and Marketing, Website Analytics, E-Commerce and Online Advertising

Rajpura, Punjab
August 2020 - March 2023

INTERNSHIP EXPERIENCE

(1 Year, 2 months)

Customer Relationship Manager | Teleperformance, Mohali

January 2023 - July 2023

- Managed and maintained positive customer relationships, serving as the primary point of contact for client inquiries and concerns.
- Collaborated with teams to address complex customer queries, involving product specialists, technical support, and other departments as needed.
- Conducted regular training sessions for team members on CRM best practices and client-specific guidelines, fostering culture of continuous improvement.
- Resolved customer issues promptly, demanding a commitment to providing effective solutions and enhancing overall customer satisfaction.

Key Achievements

- Improved Customer Satisfaction (CSAT) Scores Successfully resolved customer issues and concerns, contributing to improved overall customer experience.
- Enhanced Customer Retention Implemented customer loyalty programs or initiatives that contributed to higher customer retention rates.
- Data Analysis and Reporting that Utilized data analytics to generate insights into customer behavior and preferences.

Placement Coordinator | Indian School of Business (ISB), Mohali

January 2022 - April 2022

- Coordinated the end-to-end placement process for [X] number of students, ensuring seamless communication between students, recruiters, and internal stakeholders
- Collaborated with alumni to establish mentorship programs, providing students with valuable insights and guidance in their career development.

Key Achievements

- Received positive feedback from students and faculty, contributing to a more engaging and relevant learning experience.
- Increased Alumni participation by [percentage], resulting in a more robust and supportive alumni network.

Relationship Management

- Managed communication channels, including newsletters and social media, to keep stakeholders informed about ISB's achievements, initiatives, and upcoming events.

Digital Marketing Intern | Accosoft India, Mohali

July 2022 - December 2022

- Supported the development of digital advertising campaigns, including Google Ads and social media ads, to increase brand visibility and drive traffic.
- Assisted in creating and curating content for various digital platforms, including social media channels and the company website.

As a Digital Marketing Specialist at Accosoft, I played a pivotal role in enhancing the online presence and search engine through comprehensive on-page and off-page SEO strategies:

On-Page SEO:

- Conducted thorough website audits to identify on-page SEO opportunities and areas for improvement.
- Implemented on-page optimization techniques, including keyword research, meta tag optimization, and content optimization to improve search engine rankings.
- Improved website loading speed through optimization techniques, enhancing user experience and search engine rankings.

Off-Page SEO:

- Developed and executed off-page SEO strategies to build high-quality backlinks, improve domain authority, and increase online visibility.
- Monitored and analyzed backlink profiles, identifying and addressing potential issues to maintain a strong link profile.
- Conducted competitor analysis to identify link-building opportunities and stay ahead of industry trends.

Key Achievements

- Successful integration of target keywords into relevant on-page elements, such as titles, meta descriptions, headings, and content.
- Crafting compelling and click-worthy meta titles and meta descriptions that not only include target keywords but also entice users to click through to the website.
- Acquiring high-quality backlinks from authoritative and relevant websites to improve the website's authority and trustworthiness in the eyes of search engines.

PROJECT

Chatbot Project

March 2024

- Chatbot Development Project
- Developed a conversational chatbot using Botpress
- Implemented natural language understanding (NLU) capabilities.
- It provides relevant responses, resulting in a 40% reduction in average response time.
- [ChatBot-link](#)

TECHNICAL SKILL

Languages: Excel, Tableau, Python(Basics)