

ATEEKSHA SINGH

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EDUCATION

Indian Institute of Management, Jammu

Nov 2022- Jan 2023

General Management Program in Entrepreneurship | Certificate

Relevant Coursework: Marketing management, Operations management, Business strategy and Communication

Jamia Millia Islamia, New Delhi

June 2022-Sep 2022

Digital Marketing | Diploma

Relevant Coursework: SEO, Google Analytics, Email marketing, Keyword research, KPIs, Content management.

Patna University, Patna

May 2018- August 2021

Bachelor of Arts (hons.) | Grades: 65%

Major in Economics; Minors in Statistics and English

Relevant Coursework: Data Analysis, Consumer Awareness; Research Methodology

ADDITIONAL

Technical Skills: Microsoft Office Suite, Google Workspace, Canva & Digital Tools

Soft skills: Email copywriting- Effective communication- Outreach & marketing- Creative writing- Content formatting- Link building & management- Detail oriented - Timely delivery - Quality checks & improvement - Problem solving - Teamwork & Organizational skills

Language skills: Hindi(Native proficiency), English(Professional proficiency)

Certifications & Training: Content Creation & Content Writing, Email marketing , MS-Excel(Udemy)

WORK EXPERIENCE

TELUS International

Jan 2023–Present

Internet Ads Assessor

- Achieved 95% accuracy in internet ads assessment and search engine evaluation with 50+ evaluations per day.
- Received positive feedback on market awareness, collaborative skills, team contribution, and 100% attendance record.
- Contributed to a 20% increase in team productivity through process improvement suggestions and implementation.

Welocalize

Oct 2022–Present

Search Quality Rater

- Analyzed and identified areas for improvement in search engine functionality; conducted customized review & reporting to ensure accurate ratings and relevance of search results, resulting in a 15% increase in user satisfaction
- Achieve exceptional performance metrics, including a 20% increase in productivity, a 95% accuracy rating, and completing 120 search queries per hour with a 98% productivity rate.

Indiamart

Aug 2022–Present

Online Associate

- Successfully managed order confirmation, dashboard, payment & invoice coordination, delivery tracking, updating and verifying information in seller catalogs with 100% accuracy resulting in a 95% satisfaction & addressing 100% queries.

Ezymart Retail

Aug 2021–April 2022

Administrative Associate

- Successfully oversaw operational tasks resulting in a 10% reduction in due management costs and streamlined office supply ordering ,analyzing pricing strategy with 15% cost reduction and oversaw customer refunds leading to a 25% increase in customer satisfaction.
- Implemented new system for inventory targets, product suggestion, transaction coordination resulting in a 20% increase in data accuracy and reporting efficiency.

PROJECTS

Text to speech validator | Spire Lab, IISc

Feb 2023

- Completed 200+ translation, transcription, audio and data annotation projects with a high degree of accuracy, excellent listening skills and attention to detail.

Content moderator (Digital Marketing) | IIT Gandhinagar

Nov 2022

- Gained extensive experience in developing and executing digital marketing campaigns across various platforms, including social media, email marketing, and search engine optimization.

Spoken Tutorial Assessments Project | IIT Bombay

June 2022

- Troubleshoot the Spoken Tutorial website, ensuring timely updates and maintenance of over 1000 tutorial videos.