



# Pooja Yadav

## Digital marketing

1.5 years of hands-on experience in email marketing. Proficient in campaign creation, audience segmentation, and A/B testing. Track record of improving open and click-through rates. Excited to contribute to email strategies that drive engagement and conversions.

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## WORK EXPERIENCE

### Executive Email Marketing Vamani overseas pvt. ltd.

03/2022 - 08/2023

Faridabad

*Roles & Responsibility :*

- Creating HTML Templates.
- webpages for websites and other channels.
- using HTML5, CSS3 and Java script.
- market analysis, report making.
- A/B Testing.
- HLOOKUP, VLOOKUP and other advance excel formulas.

### Intern Synlabs Pvt. Ltd.

04/2021 - 07/2021

Haryana

*Roles & Responsibility :*

- OCR verification.
- Reporting.
- Data Fragmentation.

## SKILLS

HTML5

CSS3

Google analytics

Analysis

Advance excel

Communication

Klaviyo

magento2

Customer segmentation

Data management

Data Hygiene

Javascript

## LANGUAGES

English

Full Professional Proficiency

Hindi

Full Professional Proficiency

## INTERESTS

Outdoor games.

Traveling.

## PROJECTS

### Lead generation (03/2022 - 08/2023)

- Static and dynamic templates.
- Customer acquisition, retention.
- Data cleaning and management.
- Reporting.

### ANPR System (04/2021 - 07/2021)

- labeling data with different category name.
- ocr verification.

## EDUCATION

### MCA

J.C Bose University of Science and  
Technology, YMCA

07/2019 - 08/2022

Faridabad

*Projects :*

- Online voting system.  
Tools & Tech : PHP, SQL,  
HTML5, CSS3, Javascript.
- Stock market analysis.  
Tools & Technology :  
Python( matplotlib,  
numpy, pandas.), data  
visualization, machine  
learning.

### BCA

DAV Centenary College

07/2016 - 07/2019

Faridabad