



DIKSHA SINGH

Analyst – Marketing Automation

CONTACT

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ABOUT ME

As an Analyst in marketing automation, my objective is to leverage my expertise in data analysis, marketing automation platforms, and collaboration to drive strategic marketing initiatives. I am passionate about leveraging technology and data-driven insights to deliver optimized customer experiences and achieve measurable business outcomes.

CERTIFICATION

- Foundation Certification - CleverTap
- Audience Segmentation (Basic and Advance), User Retention Foundation, Improving Email Deliverability, Customer On boarding Foundation, Behavioural Analytics - Clever Tap
- Mobile Engagement | Advanced MoE Partner Academy | MoE Sales Beginner & MoE Sales Specialist
- MoEngage Growth Marketing Expert
- Google Analytics for Beginners and Advanced
- Certified Data analyst by Analytix Labs

LANGUAGE

- English
- Hindi

LINKEDIN

<https://www.linkedin.com/in/diksha-singh-007>

HOBBIES

- Dancing
- Fitness and Yoga
- Travel and Exploration
- Community Volunteering

PROFESSIONAL SUMMARY

Detail-focused Data Analyst with knowledge in data warehousing, process validation and business needs analysis. Proven to understand customer requirements and translate into actionable project plans. Dedicated and hard-working with passion for Big Data. Results-oriented Marketing Specialist proficient in developing creative marketing collateral for diverse projects. Establishes clear standards and enforces protocols for consistent, high-quality results.

WORK EXPERIENCE

Analyst – Marketing Automation

(Aug 2022 – Present)

DWAO

- Collaborated with marketing teams to develop data-driven campaign strategies and objectives
- Created various Excel documents to assist with pulling metrics data and presenting information to stakeholders for concise explanations of best placement for needed resources.
- Provided actionable insights and recommendations to improve campaign effectiveness, customer segmentation, and messaging
- Created visualizations and reports in Power BI to effectively communicate campaign performance to stakeholders
- Collaborated with cross-functional teams to ensure data accuracy, integrity, and consistency across campaigns
- Conducted A/B testing and analyzed results to determine the most effective marketing strategies.

Data Analyst Intern

(Nov 2021 – July 2022)

Techvini Solution Pvt. Limited

- Conducted data cleaning, validation, and pre-processing tasks to ensure data accuracy and consistency
- Developed automated data processing scripts using Python, reducing manual efforts by 30%
- Utilized various professional statistical techniques and maintained large databases to collect and analyze data from partners and customers.
- Identified, analyzed, and interpreted trends or patterns in complex data sets by finding correlations and visualizing with charts.

EDUCATION

B.tech (2019)

Kurukshetra University

SKILLS

- Campaign Management & Execution
- Marketing Analytics (Clever tap, Moengage, Adobe Marketo)
- Communication
- Research methods
- Google Analysis
- HTML 5
- Cascading style sheets
- Customer Relationship Manager(CRM)
- Web-based reporting tools
- Project Management
- Web-based reporting tools