

Nirbhay Varma

Digital Marketing Executive and Data Analyst

Contact Info

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My portfolio link:

<https://drive.google.com/drive/u/2/folders/1x1HV9o4XjiYpPcp1lLotMCptjVX2zm7>

Skills & Proficiencies

- ♦ Search Engine Optimization
- ♦ Social Media Management
- ♦ Web Content Writing

♦ SOFTWARE SKILLS

- Data Structures
- Machine Learning
- CANVA
- DBMS
- MS- Office
- Adobe Aftereffects
- Adobe Photoshop
- ETL tools /Informatica
- Figma UI/UX
- Tableau/Power BI

Work Experience



Capgemini

(Report and Data Analysis)

Client-MUFG(Union Bank) a global finance firm that specializes in reaching out to customers and empowering employment in Data Reporting

October 2021- Till date)

- ♦ Collaborated with Analysts, Developers & Leadership team and prepared DRD/DSR documents for Exploratory Data Analysis, which included Operational, Model, Compliance & Information risks. Created FDD and Drug distribution data, Involved in ETL mapping specifications and documents for all the above-mentioned risk areas. Daily discussions/meetings with clients and updated the above- mentioned documents and handed them over to the development team. Involved in the data analysis and prepared System Integration test scripts. Received defects through ALM and resolved those on-time. Cross-checked the data file and DSR document to check column name, length, and data type matched or not and also worked on User acceptance test cases. Also worked on WDS tool for verifying and updating test cases

Beverages Trading Network: leading online marketing and B2B networking platform servicing suppliers, buyers and beverage professionals in the global beverage industry.

Digital Marketing

July-September 2021

- ♦ Developed robust conditional email campaigns based on customer Interactions with the platform that improved retention by 23% .

Skills & Proficiencies

♦ PROGRAMMING LANGUAGES

- Python
- HTML
- SQL

♦ LIFE SKILLS-

- Team Collaboration,
Critical Thinking,
Problem Solving,
Decision-making,
Management,
Leadership,
Communication

♦ LANGUAGE SKILLS

- English, Hindi, Gujarati

♦ ADDITIONAL COURSES

- DIPLOMA IN DATA
SCIENCE AND DATA
ANALYSIS(IIT-
BANGALORE)

♦

- (NCAP) NATIONAL
CERTIFIED
AUTOMATION
PROFESSIONAL (NEO
CREATIVE VISION
TECHNOLOGIES
PRIVATE LIMITED
AKA (NCVT)).

♦ ADDITIONAL ACTIVITIES

1. GAMING

- Worked, interned and
freelanced at well-
known gaming
platforms like Nodwin
gaming, Neon gaming
and Arconix gaming

- ♦ Established in-house knowledge of
marketing content leveraged by the
sales team to improve customer LTV
by 28%
- ♦ Launched SEO campaign for high
volume and long-tail keywords that
generated 11,000 unique visitors and
160 customers monthly.

Cogent (Client-Zomato)

Indian multinational restaurant aggregator
and food delivery company

Customer Service Expert

APRIL-JUNE 2021

- ♦ Worked as a customerservice expert
with for Zomato.
- ♦ Owned a blended processcomprising of
chat and callingto get
CSAT.Maintained a good CSAT and
AHCT score
- ♦ Honed networking and communication
skills.

♦ **CoCo Creatives**

♦ **Digital Marketing**

July- October 2020-

- ♦ Supported marketing team by writing
and editing 100+ social media and
email campaigns.
- ♦ Bolstered blog content with attention
to SEO and keyword research, helping
drive total site trafficup by 72% .
- ♦ Studied analytics in Google Search
Console,identified low- performing
content, and recommended solutions
that improvedcontent performance by
an averageof 34%

Arconix

Content Ideator

2018-2019

- ♦ Improved multimedia production
company operations and prof- itability
by applying new technologies and
fostering evolution of production
standards.
- ♦ Devised and implemented strategies to
create new revenue streamsand cut
operational costs.

Skills & Proficiencies

- ◊ Gained a deep understanding of syllogisms, algorithms and mechanics involved in games and gaming culture
- ◊ Casted tournaments like champions vs challengers league, ESL and others.
- ◊ Networked in the esports industry, and with trendsetters and influencers in this field
- ◊ Actively worked on my own YouTube channel on gaming and I also do Twitch Livestreams.

2. NGO VOLUNTEER

- ◊ • Worked as a volunteer to raise awareness for anti-child labor and anti-trafficking laws with “Bach pan”, a NGO initiative consisting of a group of volunteers working to eradicate the issue of child labor
- ◊ Stand-up Comedy, Playing Musical Instruments are my main hobbies



Aspirebits Content Creator 2017

- ♦ *Developed campaigns and specific marketing strategies for clients. Coordinated with social media, public relations and other teams to execute product introductions.*
- ♦ *Helped team during business development decision-making to optimize profitability, marketing strategy and communications planning.*
- ♦ *Optimized advertising efforts by developing content for media relations, corporate communications and managerial posts.*

Educational Background

2012- 2017

- ♦ B.E IN ELECTRONICS AND COMMUNICATION:
- ♦ **G.H Patel College of engineering and technology**
- ♦ CGPA : 5.31

♦ 2011- 2012

- ♦ *TWELFTH*
- ♦ **Bhulka Vihar School, Surat**
- ♦ Percentage: 60%

♦ 2009- 2010

- ♦ *TENTH*
- ♦ **Sardar School, Surat** Percentage: 78%

Conferences/Workshops

2016- 06 Texas Instrument Innovatia2015-

08 IEEEESTAC

2014- 08 Robocon

2013- 08 ISTE Code Chef