

# Ritesh Kumar Chaurasia

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## Objective:

Passionate digital marketer skilled in customer relationship management. Committed to driving retention through data-driven strategies..

## Internship:-

### Growth Retention-Intern

Jan 2024 - Present

Foundit(monster.com) | Bengaluru, India

- Proficient in conducting A/B testing and analyzing campaign results.
- Managed email, WhatsApp, Mailmod, and push notifications for engagement.
- Utilized Power BI, Excel, Clevertap, Mailmod, and webhooks for data-driven campaigns.
- Generated insights to optimize performance.
- Contributed to team brainstorming for innovation.
- Maintained key performance metrics to enhance engagement and conversion rates.
- Implemented live behavior campaigns targeting users based on real-time interactions.
- Expertise in creating webhook links for seamless integration between Clevertap and Mailmod.
- Optimized Mailmod campaigns for direct submissions.

### Associate Property Advisory

Nov 2023 - Jan 2023

Pin Click Property Management | Bengaluru, India

- Client Relationship Management: Skilled in building and maintaining relationships with clients, understanding their needs, and providing tailored advisory services to achieve their investment objectives.
- Communication Skills: Excellent verbal and written communication skills, with the ability to articulate complex concepts and present findings effectively to clients and stakeholders

## Skills:

- Campaign Management
- Data Analysis
- A/B Testing
- KPI Management
- Communication
- Problem-Solving
- Time Management
- HTML Customized Content Creation

**Tools:** Clevertap | Mailmod | Webhooks | MS-Office | Power BI | MS-Excel |

## Education:

- **Bachelor of Technology(B.Tech.)** April 2020- April 2024  
Maharishi Markandeshwar Deemed to be University (Ambala, Haryana, India)
- **12th | Science | CBSE** April 2017- April 2019  
Saraswati Vidya Mandir (Sitamarhi, Bihar)
- **10th | CBSE** April 2016- April 2017  
Vidya Bharati Public School ( Sitamarhi, Bihar)