

Nidhi Jajodia

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KEY SKILLS

- Trained in SEO and Google ads, Google Analytics and Google Tag Manager.
- Knowledge of Wordpress and Content Creation.
- Experience in Keyword Research and Competitor Analysis.
- Understanding of various Social Media Marketing platforms.
- Outstanding communication, problem solving and presentation skills.
- Proven capabilities of working under intense conditions and delivering on strict timelines.
- Strong capabilities in team management.
- Knowledge of Management Information Systems.
- Client Relationship Management.
- Certified White belt in Six Sigma, also successfully completed a project in White belt.
- Conducted various training programs on product and organizational behavior.
- Trained on Effective coaching skills, Business Communication and Correspondence.

PROFESSIONAL EXPERIENCE

YOGLEADS – DIGITAL MARKETING INTERN

May 2023

- Email Marketing
 - Download data, Verify Email-Id and Send Bulk Emails
- Content writing for Blogs/Articles/Posts with optimization
- Keyword Research and Competitor Analysis
- Website SEO Optimisation
- Tracking Metrics on Google Analytics

SIMPLY FLEET – DIGITAL MARKETING INTERN

December 2022 – April 2023

- Content writing for Blogs/Articles/Posts/Newsletter with optimization
- Content distribution on applicable channels (LinkedIn, quora, twitter, instagram)
- Tracking metrics on Google Analytics/Tag manager
Weekly and Monthly Website Metrics Deep Analysis.
- Keyword Research and Competitor Analysis
- Acquiring backlinks for the website.

GE MONEY, CHENNAI

April 2006 – August 2007

Assistant Manager – Payment Assistance (Credit Card)

Promoted as Assistant Manager in April 2006 with the following responsibilities ::

- Ensure that during interaction with customers, conduct of officers and external agencies are in line with “Organization Code of Conduct” and rules laid down by RBI.

- Train the team leaders on providing various MIS as required and provide review on call quality of telecallers.
- Manage an external telecalling shop of 100 callers, who call on SBI credit card delinquent customers (PDD and X) & collect the due payment. Audit of various operating expenses.
- Provide application quality feedback to credit policy officers /Fraud team /Risk to help better the portfolio quality.
- Manage a query resolution unit to resolve the customer disputes.

GE MONEY, CHENNAI

February 2005 – April 2006

Team Leader – Payment Assistance (Credit Card)

- Handling a team of 10 telecallers who make outgoing calls to customers who have defaulted in making the payment towards their Cash Card.
- Motivate the team to achieve the daily and monthly targets while maintaining discipline and ensuring employee satisfaction.

E-SERVE, CHENNAI

June 2003 – December 2004

Executive – Customer Service (Personal Loans)

- Handle incoming calls of **Citibank** personal loans customers.
- Maintaining a follow up on the query & initiating proper investigation, if required & ensure 100% customer satisfaction.
- Make outgoing calls to retain customers who have opted for preclosure of loan.
- Preparing the **All India MIS** on a monthly basis across all asset products (Personal, home & car loan).

Taken a break from Sept'07 as I got married in Nov'07 and moved to Bangalore.

ACHIEVEMENTS

GE MONEY

- Awarded “Star of the month” for the month of June 2005 & June 2006 at GE Money.
- Team has been receiving the “CREST TROPHY” continuously for 7 months for best performance.
- Team has received “Achievers Award” for Quarter 1 – 2006.
- Team has received the “Champions Award” for best performance. □ Rated 1 – Outstanding in 2 consecutive yearly appraisals.

E-Serve

- Received the “Star Award”. ○ This award is given on an annual basis to Citiphone officers for outstanding performance. □ Selected “Star of the month” for the month of August 2004 at E-Serve

EDUCATION

Digital Marketing – ExcelR Solutions

September 2022

LIBA (Loyola Institute of Business Administration)

2006 - 2007 PGDBM

(PGD in Banking Management)

CGPA - **8.5/9**

□ *First Rank in PGDBM*

STELLA MARIS COLLEGE

2000 – 2003

BCA (Computer Application)

Percentage - **90 %**

□ *Academic and general proficiency prize in BCA*

High School

C.S.I. BAIN SCHOOL

XII Std – **93%**

1999 – 2000

X Std – **86%**

1997 - 1998

- *Award for scoring **200/200** in Accountancy in 12th std. exam*
- *Prize for scoring the highest total (**98.5 %**) in major subjects in 12th std. exam*
- *Best outgoing student in Hindi*

PERSONAL INFORMATION

Date of Birth : July 1, 1983

Languages : English, Tamil and Hindi

Marital Status : Married