Ritesh Kumar Chaurasia

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Objective:

Passionate Digital Marketing intern with 4 months' experience. Proficient in growth strategies, live behavior campaigns, and A/B testing using Power BI, Clevertap, and Mailmod. Eager to transition to a full-time role, driving success in digital marketing with skills and enthusiasm.

Internship:-

Growth Retention-Intern   Jan 2024 - Present

Foundit(monster.com) | Bengaluru, India

- Utilized Power BI, Excel, Clevertap, Mailmod and webhooks for data-driven campaigns. Managed email, WhatsApp, Mailmod and push notifications for engagement.
- Generated insights to optimize performance. Contributed to team brainstorming for innovation.
- Perform **A/B** Testing to analyse the Campaign result and maintained campaign metrices.
- Implemented live behavior campaigns, targeting users based on real-time interactions and preferences to enhance personalization and engagement.

Skills:

- HTML content Creation
- KPI
- Response generation with webhook
- A/B testing and performance analysis
- Customized content creation
- Campaign metrics maintenance
- User engagement and retention tactics

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)

Additional Experience:

- Expertise in creating webhook links for seamless integration between Clevertap and Mailmod, optimizing Mailmod campaigns for direct submissions.
- Proficient in conducting A/B testing, analyzing campaign results, and maintaining key performance metrics to continuously enhance engagement and conversion rates.
- Experienced in designing customized Skillyst tests and running engaging contests to attract and retain users.
- Skilled in creating innovative email, push notification, and WhatsApp templates to improve user experience.
- Implemented live behavior campaigns to target users based on real-time interactions and preferences, enhancing personalization and engagement.