

Radhika Chhabra

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DOB:
26-March-1997

EXPERIENCE

- Acciojob, Gurgaon (2023)
 - Operations & Marketing Analyst
 - Data Analysis: Perform in-depth data analysis to evaluate the efficiency and effectiveness of marketing campaigns and operational processes.
 - Identify Trends: Identify market trends and consumer behavior to guide marketing strategies and optimize operations for maximum impact.
 - Reporting & Collaboration
- ConcentrixDakshServiceIndia PrivateLimited, Gurgaon Haryana (December 2020- December 2022)
 - Strategic Account executive for Google, YouTube process.
 - Coordinates the involvement of company personnel, including support, service, and management resources in order to meet account performance objectives and customer expectations.
 - Create and optimize ad campaigns and paid search landing pages.
 - Use Google Ads to drive a variety of online marketing campaigns.
 - Analyze and optimize pay-per-click (PPC) campaigns to increase ROI.
 - Manage and optimize display campaigns across multiple devices.
 - Content Moderation

EDUCATION

PGDM (2018 – 20)
FortuneInstitute of International Business (FIIB),
New Delhi

Bachelor in Business Administration (2017)
Lingaya's Lalita Devi Institute of Management & Science, New Delhi

12th (2015) Amrita Vidyalayam, New Delhi

10th (2013) Amrita Vidyalayam, New Delhi

INTERNSHIP

Corporate

- Prop Toq: Fortis Hospital, Vasant Vihar, New Delhi Primary project
 1. To examine specialty wise rate of planned unplanned discharges.
 2. To discover the elements bringing about a deferral in the dischargeprocess of both cash and TPA patient.
- College Dunia, Gurgaon, Haryana
Project: Prepp.in
 1. To manage the social media with latest updates and trends.
 2. To research on the latest leads with google trends
 3. To manage website (uploading the articles plus writing the articles)

SKILLS

Diploma In Introduction to
Digital Marketing
MS Office Suite
(Word, Excel,
PowerPoint)
Creative designing

CAREER OBJECTIVE

Seasoned Operations Manager
with solid record of success in
streamlining operations to
promote organizational
efficiency.

PROJECTS

Social Internship Project | 2
Weeks (21 December 2018 – 3
January 2019)

Report on 'Teach for India' in
areas suchas Capacity
Building/teaching students and
Fund-raising

