Aquib Zubair Shaikh

Objective:

To pursue a challenging career while being a part of a progressive and dynamic organization to enhance my knowledge and skills.

Contact:

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Experience:

Company: Kartnowa Technologies Pvt. Ltd. (Dec 2015-Current)

Role: **Digital Marketing Executive**

Projects and Responsibilities:

1. Healthyworld.in(eCommerce Food Store )
   * Plan and strategize to get relevant organic and paid search traffic on product and category page to drive conversions.
   * Analysing conversion and report statistical performance such as the trends, user journeys, patterns and ROI to the clients.
2. True-elements.com(Brand Page)

* Design and develop optimized category and product page
* A/B test landing pages based on user interactions
* Brand Awareness Campaign on Social Media platforms.

1. Comparestore.in(Affiliate eCommerce Web portal)
   * Execute Adwords Search and Display Campaign with the goal of driving relevant web traffic
   * On page search engine optimization
2. iServe Financial(Credit Card Web portal)
   * Client co-ordination with recommendations and strategies for website development within the scope of the project.

Education:

|  |  |  |  |
| --- | --- | --- | --- |
| **Course** | **University/Board** | **Year of passing** | **Percentage** |
| B.E(Computer) | Pune of University(SSPU) | 2016 | 62.8% |
| HSC | Maharastra State Board | 2011 | 63% |
| SSC | Maharastra State Board | 2009 | 77.8% |
|  |  |  |  |

Academic Project:

**Stock Market Prediction using Time Series Prediction**

**Domain:** Data Mining.

**Languages/Tools Used:** Java, JSP, Sql ,CSS.

**Description-**

* The project is based on the Stock Prediction based on Time Series using ARIMA
* The objective of the project was to provide real-time price prediction of stocks and their analysis based on the previous price

Other Projects:

**Moneyball:**

**Domain:** Machine Learning.

**Languages/Tools Used:** R, R Studio

**Description-**

* Inspired by the 2003 book by Michael Lewis.The main objective was to predict whether the Oakland A’s (baseball team) would make it to the playoffs in 2002
* The data was taken from Baseball-Reference.com

Certifications:

* Google Advertising Fundamental Certified(Oct’16-current)
* Google Advanced Display Certified(Oct’16-current)

Extra-Curricular:

* Sponsorship Incharge for “Techtonic 2015”- Computer Department
* Appraised for Seminar on 3D Printing Technology by college staff
* Participated in Inter-school football events and athletics
* Attended a workshop on Advanced Robotics conducted by IIT Kharagpur

Personal Appraisal:

* Quick learner/ Pro-active
* Good communication skills
* Innovative and very receptive to new ideas
* Adaptable and optimistic in nature

Hobbies:

* Plays and follows football
* Fitness and Technology enthusiast
* Reads Newspaper daily
* Music

Declaration:

`I hereby declare that the above-mentioned information is correct according to my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

Aquib Shaikh