

CURRENT ROLE

DIGITAL MARKETING || GROWTH ASSOCIATE || CPS CAMPAIGN MANAGER || INRDEALS PVT LTDJANUARY 2024 - (ON GOING)

- **Strategically sourced and seamlessly integrated high-performing CPS** (Cost Per Sale) campaigns from top-tier networks, agencies, and direct clients into the backend panel, optimizing revenue streams.
- **Collaborated cross-functionally** with the publisher management team to drive seamless **campaign execution** and maximize engagement.
- **Directed comprehensive data-driven reporting**, ensuring real-time analytics, **data accuracy**, and actionable intelligence to optimize **campaign performance and strategic decision-making**.
- **Orchestrated rigorous campaign validation**, enforcing **compliance protocols**, **performance benchmarks**, and **quality assurance** measures to align with business objectives and industry standards.
- Streamlined finance operations by managing **publisher invoice reconciliation**, **payment validation**, and **payout optimization**, ensuring accurate financial settlements and enhancing workflow efficiency.

INTERNSHIPS

SUMMER TRAINEE || INRDEALS PVT LTD || DIGITAL MARKETINGJUNE 2023 - AUGUST 2023

- Led R&D, testing, and development of in-house products, driving innovation, scalability, and performance optimization.
- Orchestrated high-impact campaigns, boosting engagement, conversion rates, and ROI.
- Mastered email and phone pitching, refining client acquisition strategies to exceed targets.
- Developed and published content on India.com’s coupon platform, using TablePlus for efficient content management.

HUMAN RESOURCE INTERN || LERNXJANUARY 2023 - FEBRUARY 2023

- Gained expertise in recruitment, onboarding, and talent acquisition.
- Crafted persuasive pitches, enhancing candidate engagement and acquisition.
- Conducted outreach to identify and engage potential hires, leveraging strong communication skills.
- Managed full-cycle hiring for interns, ensuring cultural fit and alignment with organizational goals.

FINANCE INTERN || HDFC BANKJULY 2022 - AUGUST 2022

- Acquired in-depth knowledge of banking operations, products, and services.
- Interacted directly with clients, strengthening interpersonal and communication skills.
- Conducted surveys to identify client needs and facilitated account openings, driving sales targets.
- Supported team operations, focusing on enhancing customer satisfaction and efficiency.

PROJECTS

INRDEALS PVT LTD || GROWTH ASSOCIATE

- **Software Testing for SaaS Platform:** Conducted rigorous testing to identify and report bugs, collaborating with the development team to ensure timely fixes.
- **UI/UX Design Implementation:** Gained expertise in creating multiple UI/UX designs, successfully implementing them across projects.
- **Website Development with WordPress:** Designed and launched several websites, utilizing WordPress for efficient and user-friendly outcomes.
- **Data Management with TablePlus:** Managed and organized large datasets effectively using TablePlus, ensuring data accuracy and accessibility.
- **Software Testing & Campaign Management for Aditya Birla:** Delivered quality assurance and campaign execution support for Aditya Birla projects.
- **Company Website Revamp:** Played a key role in the company's website redesign, contributing UI/UX designs and innovative ideas to ensure an impactful revamp.

SKILLS

- **Technical:** MS Office, Wordpress, Figma, TablePlus, Software Testing, Application Testing
- **Soft- Skills:** Communication, Problem Solving, Leadership, Persuasive communication, Interpersonal communication

ACADEMIC ACHIEVEMENTS

- Awarded the **scholarship from the college (2021) of INR 10K** for 12th excellence.
- Secured **4th rank** in my school in AISSCE 2021.
- I am the first one to get so many internships and PPO from my batch.

OTHERS

- Represented INRDeals annually at the JK Startup Conclave by MIET Jammu in collaboration with FICCI FLO JKL.

EDUCATIONAL QUALIFICATIONS

COURSE/EXAMINATION	INSTITUTION	YEAR OF PASSING	RESULT
BBA (Hons.)	Model Institute of Engineering & Technology, Jammu	2024	8 (CGPA)
12th (Commerce)	Indira Public Higher Secondary School, Jammu	2021	92%
10th	K.C Gurukul Higher Secondary School, Jammu	2019	80%