

# AYUSH SRIVASTAVA

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Motivated professional with over 3.5 years of diverse experience, including 1 year as a Senior Business Development Specialist, 2 years as a meticulous Quality Analyst, and a proficient WordPress and Shopify eCommerce Developer. Skillfully adept at identifying growth opportunities, ensuring product/service excellence through rigorous analysis, and excelling in the role of a Business Development Executive (BDE). Working as Digital Marketing and Sales Manager in current organisation

## SKILLS

- Google Ads
- Meta Ads
- WordPress
- Shopify Developer
- Digital Marketing
- Database (SQL server, keggel, Offline)
- Geocoding Maps (OSM, Bing, Kibana)
- Sales (Client handling, Strategic thinking)
- CRM (Leadsquared, Salesforce)
- Account Management

## PROJECTS

### Created Two Ecommerce store and a Blog website

I have made two Ecommerce store (hellokart.in), (marketind.shop) and a blog website (screentrending.com) using Wordpress, Shopify, Elementor

### Created visualization dashboard for Ecommerce store

In this project, I have analyzed the data of one e-commerce, which was usable data, and with the help of POWER BI, I have filtered the data and made a visualization dashboard, for better understanding. I used tiles like pie charts, cards, bar graphs etc.

### Data analysis of banking transactions and books

Using Sql conducted comprehensive data analysis on banking transactions and books from a random server, identifying 15+ areas of improvement in the bank's internal controls and helped the bank avoid financial losses. Also, we found which categories of books are in demand the younger generation.

## EDUCATION

B.Tech (Computer Science) | MMDU | 2016-2020

SENIOR SECONDARY SCHOOL | ASVM | 2014-

2015 HIGH SCHOOL | ASVM | 2012-2013

## WORK EXPERIENCE

### Digital Marketing Manager | Netpuppys

Sept 2023 - Present

- Meeting with New clients
- Managing Google and Meta Ads for multiple clients
- Account management
- Generating revenue through conversion

Handling clients of digital Marketing, E-commerce store, app development and Website development

### Freelancer | Upwork, Offline

June 2023 - Sept 2023

- End to End conversations with clients regarding their project
- Made 3 E-commerce store on Shopify
- Ran 3 ads on Meta
- Successfully delivered bolgs website
- Made a website for ayodhya wale which is official page of Ayodhya

## Quality Specialist | Amazon

Sept 2021 - May 2023

- Find the exact geocodes for given addresses in FE, NA, JP region through multiple maps like Bing, Osm,
- Kibana Make the data visualisation for better customer obsession using Power BI.
- I had to filter the UTL (unlocatable locations) cases from the use cases using sql commands,
- I had to make an excel sheet for SLAs and a head count on a daily basis.
- According to the priority of the customers who were already there,
- I had to contact them to increase the sales.
- As I was part of the Fun Team, I also made presentations through Power Point.

## Sr. Business development Executive | Vedantu Innovation

March 2020 - Aug 2021

- Fix an interview from the given leads over a call and then connect via video conferencing with children and parents and tell them about the importance of online education.
- Maintain the CRM for better results from the given leads in Leadsquared & Salesforce.
- Make presentations through Power Point on a monthly basis to better understand of the courses.
- Helps students after boarding as a mentor for no obstacles

## RELEVANT COURSES

- Certification in Big data from Aprton and made projects using pig, spark, sql,
- python Doing certification and course in Tablue, Sql, Panda, and Python through Jobaaj

## AWARDS & ACHIEVEMENTS

- Achieved a High Quality bonus for quality of high productivity
- (Amazon) Became a V-Achiever 3 times in Pan India for sales (Vedantu)
- Got Second prize at AIU (for acting)
- Received an award for University Acting Idol (MMDU)

## Languages

- English
- Hindi