

Jnanasri Vasa

Analyst

A quick learner and enthusiastic to explore new skills and areas. Looking to leverage my knowledge and experience into the upcoming role.



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WORK EXPERIENCE

PPC Analyst

iQuanti (Digital Marketing Agency)

06/2021 - 06/2023

Bangalore, India

Achievements/Tasks

- Responsibilities include planning, scheduling and executing new marketing campaigns and managing them on a daily basis
- Managed campaign budgets of a major US-based Ecommerce client with monthly budget of over \$100K
- Analyse channel and website performance data and develop recommendations on ways to further optimize performance
- Worked with various B2B and B2C clients and helped achieving business goals like traffic, leads and revenue
- Established key performance indicators related to marketing strategies

Marketing Intern

Newton school

06/2020 - 07/2020

Achievements/Tasks

- Worked as social media marketing intern and gained online marketing and communication experience by handling various tasks in the digital platforms

EDUCATION

Bachelors in Industrial and Production Engineering - 7.34 CGPA

National Institute of Technology, Jalandhar

08/2017 - 05/2021

Jalandhar, Punjab, India

Projects

- "FORECASTING AND NEW EMERGING TECHNOLOGY FOR ENHANCING EXPORT"
- Placement Representative.

Intermediate - 96.9%

Sasi educational Institutes

05/2015 - 05/2017

Tenth - 10 CGPA

Sri Chaitanya Techno Schools

2014 - 2015

SKILLS

Advanced Excel

Google Ads

Bing Ads

Facebook Ads

Linkedin Ads

Marketing

SQL

Google Analytics

Adobe Analytics

C++

Reporting

TRAININGS

Six Sigma Yellow Belt

Gained a thorough understanding of the elementary aspects of six sigma containing the phases of Define, Measure, Analyze, Improve and Control. A systematic study to reduce waste and improve organizational efficiency.

Industrial Engineering and Future Factory

Industry 4.0 adoption and impact among advanced industry companies. Focusing majorly on simulation, TQM, smart manufacturing and worked on witness software

EXTRACURRICULAR ACTIVITIES

Team Daksh (06/2018 - 05/2021)

- Worked on fabricating solar-powered electric vehicles to stimulate research and development on future transportation with suitable energy
- Served as Designing head and Manager of the team
- Prepared Business plans and cost reports for the team

CERTIFICATES

Facebook Ads & Marketing - Udemy

Facebook Ads , Audience- Indepth Analysis, Facebook Reporting Insights, Social Media Marketing

SQL

PROJECTS

FORECASTING AND NEW EMERGING TECHNOLOGY FOR ENHANCING EXPORT

Built a model for deciding which sub commodity is to be manufactured with the help of data available on ministry of trade and commerce website

LANGUAGES

English

Full Professional Proficiency

Hindi

Full Professional Proficiency

Telugu

Native or Bilingual Proficiency