A NAVYA

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Summary

Results-driven Performance Marketing Analyst with 1 year of experience in creating high-performing campaigns on Facebook, Instagram, and Google Ads. Skilled in boosting brand visibility, driving targeted traffic, and maximizing ROI through data-driven strategies. Proficient in analytics to optimize performance and deliver measurable results.

Experience

Performance Marketing Analyst

Riyadvi Software Technologies Pvt. Ltd-Chennai

Feb 1 2024 – Jan 31 2025

- Led a Team of Marketers Supervised a team of marketers, delegating tasks, setting goals, and ensuring successful execution of campaigns across Facebook, Instagram, and Google Ads.
- Monitored KPIs such as **CPA, CTR, ROAS**, and optimized campaigns based on real-time data.
- Conducted **A/B testing** on creatives, landing pages, and audience segments to boost performance.
- Collaborated with **design, development, and content teams** for cohesive campaign execution.
- Managed campaign **budgets, performance forecasts**, and maximized ROI across all paid channels.
- Manage end-to-end paid campaigns: campaign setup, budget allocation, audience targeting, and ad creatives.
- Optimize campaigns for KPIs like CTR, CPA, ROAS, and conversions.

Education

- Vivekanandha College of Engineering for Women

  B.E. in Computer Science and Engineering   2019-2023

Skills & Competencies

- Facebook Ads & Instagram Insights
- Canva
- Google Ads , Google Analytics
- SEO / SMM
- Linkedin Marketing ,Email Marketing
- Python programming/Django
- Data Visualization & Dashboarding/Power BI

Projects

- **Besant Technologies Data Analyst**   **Oct 2023-Mar 2024**
  Experienced Data Analyst trained in Besant Technologies, adept in Python and Power BI for data manipulation, analysis, and visualization. Proficient in advanced Excel functionalities. Skilled in applying machine learning algorithms and statistical techniques to extract actionable insights from complex datasets.

- **Plant Species Recognition Using Deep Learning**   **Aug 2022-Apr 2023**
  Implemented plant species recognition using Convolutional Neural Networks (CNNs). Trained the model on processed plant images to accurately identify species based on unique characteristics, driving new developments in the field.

- **Driver Alert System Using Image Processing [Machine Learning with Python Jul 2022- Aug 2022** Implemented a driver alert system using image processing & machine learning in Python. Utilized deep learning to detect driver's yawning & developed an early warning systemfor phone usage. Incrementally improved the model by incorporating blink rate, car state, etc.

- **Personal Blogging Platform**   **Nov 2023-Dec 2023**
  Developed a dynamic blogging website with Python & Django framework.
  Included user authentication, post creation, editing, and deletion functionalities, utilizing Django's.

Soft Skills

- Leadership and Team Management
- Communication and Collaboration
- Time Management and Task Prioritization
- Excellent attention to detail
- Strong project management skills

Achievements

- Participated in **INTEL AI Global Impact Festival**, contributing to collaborative research on "Plant Species Recognition Using Deep Learning".
- Attended International Workshop on "Data Leak Prevention" in Cyber Security.
- Presented a paper on "Virtual Reality & Augmented Reality" at a national level symposium.
- Published paper and delivered presentation on 'Plant Species Recognition Using Deep Learning' at the Fourth International Conference on Recent Innovations in Engineering and Technology (ICRIET).