



# AYUSHI SAXENA

## MASTER OF BUSINESS ADMINISTRATION

### EXPERIENCE

#### FEBRUARY 2023 – CURRENT

##### DIGITAL MARKETING EXECUTIVE AT STRACTION CONSULTING

- Monitoring the performance of campaigns and other marketing efforts, evaluating them, and taking proper measures to improve the performance.
- QA content for digital channels, including website, blog, social media, and email marketing.
- Stay updated with industry trends, emerging technologies, and digital marketing best practices to drive innovation and continuous improvement.

#### JUNE 2022–JANUARY 2023

##### ASSOCIATE CAMPAIGN MANAGER AT CONTINUUM GLOBAL

- Assisting in development and executing campaign strategies and plans.
- Coordinating campaign timelines, budgets and collaborating with creative and analytics teams to ensure campaign success.
- Compile regular reports of campaign performance and results. Improve new campaigns using data and feedback from existing and previous projects.

#### OCTOBER 2021–MAY 2022

##### DIGITAL PROCESS EXECUTIVE AT COGNIZANT IT

- Worked with a Google project for improvement in listings percentage and its effectiveness.
- Analyzed the cause of defect and way to overcome those defects.

#### AUGUST 2020–OCTOBER 2020 (INTERNSHIP)

##### DIGITAL MARKETING PRACTICES AT BAJAJ FINSERV LTD.

- Tracked social media trends and adapted to attract target follower demographic.
- Prepared weekly updates and reports to track growth and success rates of marketing campaigns.

#### APRIL 2020–MAY 2020 (INTERNSHIP)

##### BUSINESS DEVELOPMENT AND SALES AT EXAM LEXICON

- Identify potential clients in the target market and maintaining existing client relationships, track performance and report metrics.
- Help to plan sales pipeline, negotiate pricing with customer, increase sales of the business.

### SKILLS

- Digital Marketing Strategy, Email Marketing, SEO, SEM, PCC, Campaign Management.
- ROI Analysis, CRO, A/B Testing, HTML, CSS, Google Analytics.
- Web Analytics, Data Analysis, Analytical and Critical Thinking, Collaboration.
- Knowledge of Advance MS Excel, Word, PowerPoint, CCC.
- Good Analytics, Creativity, Research, Listening, Communication, Logical, Personal Development Skills.

“Seeking a managing role to pursue my passion and helps in the growth of a company.”



NCR, DELHI



+91 7983093694



saxena27ayushi@gmail.com



<https://www.linkedin.com/in/ayushi-saxena-4b4b301a4>

### EDUCATION

- MJP ROHILKHAND UNIVERSITY, MBA (MARKETING), 2019-2021
- MJP ROHILKHAND UNIVERSITY, BSC (PCM), 2015-2018

### OBJECTIVE

A highly motivated and passionate capable of efficient time management and work under the pressure in all environment. Searching for new responsibilities in a dynamic organization to earn practical experience in this field.

## ACHIEVEMENTS

- Identified a problem and solved it.
- Re-organized something to make it work better.
- Come up with a new idea that improve things.