

**Neha**

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### **CAREER OBJECTIVES**

I want to succeed in an environment of growth and excellence to meet personal and organizational goals.

### **PROFILE SUMMARY**

Get on well with people at all levels, easily making good working relationships. Have management and problem solving skills.

### **WORK EXPERIENCE**

#### **Affiliate Manager at Mediacle**

Working as Affiliate manager from March 2018 to present, where I am responsible for-

- Affiliate marketing networks and search engine marketing.
- Proving record in negotiation and management of online media campaigns.
- Working in ad-serving technologies, experience in campaign management.
- Work with the top performing affiliates helping them to maximize their own earnings and incentivize them to deliver more (help with campaigns, offer promotions, creatives etc.)
- Find new top level affiliates with high levels of relevant traffic, targeted mailing lists etc.
- Negotiate bespoke commercial deals with high-end Affiliates Analyze affiliate performance and develop key metrics and report back to UK Client on performance.
- Organize promotions for events, product/brand launches, specials offers etc. and disseminate relevant information to Affiliates Work with key Affiliate Networks to maximize reach and promotion of Affiliate Programmer.
- Work across varying time zones and cultures with the web team to ensure all efforts maximize overall strategy and global objectives (such as building effective back links through affiliate marketing, content placement, and social reach maximization etc.)

#### **Digital Ad-Sales Executive at Entrepreneur Media**

Worked as digital ad-sales executive from August 28<sup>th</sup> 2017 to January 2018, where I was responsible for-

- Augmenting overall digital ad-sales, executing digital ad campaign.
- Identifying prospect and develop solid strategic sales plans for Agency partners.
- Have a deep understanding on online business and ability to analyze client ROI, media buying cycles, marketing philosophy, target demographics, etc.
- Focus on delivering on key results like customer satisfaction, first time resolution, efficiency and quality metrics.
- Consistently meet or exceed sales goals, demonstrating focused sales efforts, understanding of Entrepreneur digital assets, products and business model, and an understanding of the internet advertising environment.

## ACADEMIC PROJECT

**Title-** Merging of Associate banks with SBI and its awareness level in customers- study conducted in Bangalore city.

- To study the concept of merging of associate banks with SBI.
- To check for the awareness of merging of state banks with SBI
- To understand the usage pattern of customers with their respective banks.
- To identify the obstacles faced by customer after the merger.
- To analyses the customer satisfaction of SBI customers after the merger.
- To suggest measures to increase the effectiveness of SBI.

## CERTIFICATIONS

- Certificate of appreciation in rolling frames film summit 2015.
- Certificate of 2<sup>nd</sup> prize in Ad-selfie.
- Certificate in Art of living program yes+.
- Certification of appreciation in Nirbhaya Midnight Marathon.
- Certificate for participation in AML & KYC workshop.
- Best Affiliate Manager in 2018-2019 in Mediacle Technologies.

## EXTRA CARRICULUM ACTIVITY

- SAP training from Bangalore University.
- Event coordinator in college fest and club activity.
- Volunteer at Art of Living.

## EDUCATIONAL QUALIFICATIONS

<b>COURSE</b>	<b>NAME OF INSTITUTE</b>	<b>YEAR</b>	<b>MARKS</b>
LCM	IIM Raipur	2019	Pursuing
P.G (MBA)	AIMIT (Bangalore University)	2017	67%
GRADUATION (B.A)	B.N.COLLEGE (Patna)	2015	54%
10+2	BOKARO PUBLIC SCHOOL	2012	70%

## PERSONAL DETAILS

Father's name: Sanjay Kumar Singh  
Occupation: Senior elec. Loco pilot  
Mother's name: Pinki kumari  
Occupation: Home maker  
Permanent address: 2<sup>nd</sup> floor, Indraprashath Griham, Ramesh Colony  
Kurthol, Patna- 804453  
Contact no. 8310640721

## DECLARATION

I, Neha hereby declare that all the information mentioned above are true to the best of my knowledge and belief and have lived upon each and every of it as I bear the responsibility for the correctness of the above mentioned particulars.

DATE: 26<sup>th</sup> August 2019

