

RESUME

Diksha Gola
New Delhi (India)

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Career Objective

To contribute my knowledge and skills achieved over 3 years of professional and educational experience to a progressive company to attain and sustain excellence. Also, look towards learning and enhancement of skills with diligence and integrity.

Employment and Experience details

- Currently employed at Namekart Pvt. Ltd. At NCR as Business Research Analyst Intern from September 2022.
- Employed at Apeejay Satya University as marketing assistant support from May 2023.
- Previous designation as “Proof Reader” for DroidCrunch, from July 2022.
- Served as “Content Writer” at DroidCrunch, from July 2021 to June 2022.
- Served as “Freelance Content Writer” at Diginotebook Club from May 2020 to February 2021.

Current Job Responsibilities

Data analyst- Namekart

- Generation of Rationales and leads for various websites
- Analysis of useful domains according to their rationales.
- Bidding and purchasing of domains in auctions.
- CRM handling & maintaining client relation.
- Email processing & business research.

Relevant Professional Exposure

Proof Reader - DroidCrunch

- Analysis of content written by writers and further review of the content's grammar, alignment, and format for further publishing.
- Adding Meta Description, Images, Heading alignment, Slug Title, and other details.

Content writer – DroidCrunch

- Writing Blogs, Articles, and Review Articles on WordPress about various products, websites, and tools.
- Using SEO analysis and quality writing to rank the content higher according to the Google algorithm.

Marketing Assistant - Apeejay Satya University

- Served as a primary point of contact for prospective students, answering their inquiries via phone, and email.
- Evaluation: Assisted in evaluating applications against the institution's admission criteria.
- CRM Reporting Enter applicant information into the admissions database.
- Event Support: Reporting and Analysis: Generating reports on admission statistics, including applicant demographics, conversion rates, and yield rates.

Technical Exposure

- Having exposure for the fulfillment of the requirement of various content and Articles-related opportunities.
- Knowledge about WordPress usage and can analyse the content according to different social site algorithms, including Google.
- SEO analysis and producing well-written content in order to increase reach.
- Have exposure to bidding and auction selling of domains.
- CRM and lead square knowledge for marketing.
- Email processing and business research through clearbitconnect, kendo zero bounce etc.
- Knowledge about taking leads and rationales as well as site analysis.

Educational Qualifications

- 2020-2023: (Pursuing) Economics Graduate from Janki Devi Memorial College, Delhi University, New Delhi.
- 2019-2020: Secondary Education passed from CBSE board, New Delhi.
- 2017-2018: Higher Secondary Education passed from CBSE, New Delhi.

Awards and Honor

- 2021: Third Ranker in MUN Debate on “Politics” conducted by MUN Society of

- Delhi University.
- 2021: Participated in “Stock Market” workshop conducted by SEBI (Securities and Exchange Board of India).

Computer Proficiency

Possess basic knowledge of software, WordPress, MS Office, Marketing Research, Domain Auction, CRM, Leadsquare, WritenZen for Proofreading, Kendo, Clearbitconnect, Email Processing, Zero bounce.

Soft Skills

- Can adapt to different and challenging environments & can handle pressure with grace.
- Willing to explore new fields and grab every opportunity that comes along the way.
- Ability to work successfully in a group setting. Passion for learning and the ability to continue to grow and stretch my skills.

References

Prakhar Bindal
Director at NameKart

Contact details: +91 9542000100

Pankaj Khandelwal
Professor in Delhi University

Contact details: +91 84471 46052

Declaration

I hereby declare that the above information is true and correct to the best of my Knowledge.

Diksha Gola

Place: New Delhi