Varsha Nigam

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Github: https://varshangm98.github.io/Portfolio-website/

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Summary: Marketing with 2+ years of experience leveraging data driven insights to drive successful marketing strategies and optimize business performance. Key achievement provided actionable suggestions based on data insights to optimize marketing campaigns and boost engagement by 95%. I am focused, adaptable, and dependable while also being a flexible self-starter who works independently and responds quickly to the changing needs of the organization.

Skills:

- SQL
- Python (Pandas, NumPy, Matplotlib)
- Tableau
- Excel (VLOOUP, Conditional Formatting, Pivot Tables)
- Microsoft Power BI
- Probability and Statistics

Work Experience

Senior Marketing Executive, February 2021 – Present (Remote)
RR GLOBAL, VADODARA (**GUJARAT)**

- Analyzed marketing campaigns using key metrics and performance indicators.
- Developed marketing plans based upon extensive research and prospects targeted.
- Coordinated staffing for various marketing events and industry conferences.
- Utilized advanced Excel and Tableau skills to create reports and dashboards, improving the accuracy and efficiency of marketing reporting.
- Developed and recommended product positioning, packaging and pricing strategy to produce highest possible long-term market share.
- Conducted and evaluated market research to adjust marketing strategy to meet changing market and competitive conditions.
- Analyzed ratings and features of competitors to evaluate effectiveness of marketing strategies.
- Developed and implemented B2B marketing strategy and overall communication plans to produce long-term partners.

Projects

Covid-19 Data analysis - Personal Project - April 2023

- Created a database in **SQL** to analyze Covid-19 Data based on covid deaths and covid vaccinations over the world.
- Used Joins, Temp tables, Aggregate functions, Data type conversion, and created views to explore the global data on confirmed covid-19 deaths.
- Built a dashboard in **Tableau** by reporting my findings regarding the covid-19 exploratory analysis.

Education

Bachelors of Technology - Computer Science and Engineering (2016 – 2020) **- NIET, Alwar (Rajasthan)**
Grade: Honours
 Award: Received (Sita Ram Jindal Scholarship)