

RASHMI SINGH
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Career Objective:

Maximizing revenue and growth of the company using my skills and my experience in Affiliate Marketing industry.

PROFILE SUMMARY

- Currently Working as **Manager-Delivery in Stardom Media.**
- Having overall **Experience of 5.4 Yrs. in Affiliate Marketing** and Lead Generation.

Key Skills:

- Affiliate Marketing
- Email Marketing
- Google Analytics
- HTML & Photoshop
- Creative Problem-Solving Abilities
- Business Management and Team Management.
- Developing long-term relationships with clients to build rapport; negotiated contracts.
- Good Communication Skills

TOTAL EXPERIENCE | 5 Yrs. and 4 Months

1. Stardom Media (<http://stardommedia.in/>)

Duration: March-2016 to Present (**2 Yrs. & 5 Months**)

Post: Manager – Delivery

Responsibilities:

- Lead Generation via in-house Email Marketing
- Managing Affiliates for deployment and optimization of campaigns
- Managing client relationship and day to day operations
- Weekly and monthly Report Analysis
- Projection And Back Calculation
- Monthly Performance Analysis
- Campaign Optimization
- Ad Banners and Emailer Designing (Basic knowledge of HTML and Photoshop)
- Skill of Excellence: CPC/CPV/CPM/CPO/CPL
- Tracking Tool Used: Has Offer/Google Analytics
- Email Marketing Servers Used: Netcore / Sendinblue / Sendgrid / Movetoinbox

2. Exemplar Green

Duration: June-2015 to Feb-2016 (**9 Months**)

Post: Sole Proprietor and Online Merchandiser

Responsibilities:

- Product and market research.
- Sourcing and importing products.
- Merchandising these products to different Ecommerce platforms such as Flipkart, Snapdeal, Paytm and Shopclues.
- Managing stocks and returns.
- Compiling Daily and Monthly Reports.

3. Meragarden.com

Duration: January-2015 to August-2015 (8 Months)

Post: Co-Founder & Marketing Head

Responsibilities:

- Running an E-Commerce business funded by Startup Tunnel based in Delhi.
- Promoting my website (meragarden.com) through different marketing channels such as **Email Marketing, Affiliate Marketing** and some non digital platforms.
- Handling all Logistics and Operations of business.
- Managing my team and training them for the purpose.

4. Shopatbest.com-Mify Solutions Pvt. Ltd.

Duration: October-2013 to December-2014 (1 Yrs and 2 Months)

Post: Sr. Executive – Affiliate Marketing

Responsibilities:

- Analyzing the Needs of Business and Design of System by using **Google Analytics** and Improving it with Integration of Technology.
- Working with more than **20 Ad Networks** (Tyroo, Ibiboads, Netcore, etc.) and **Direct E-Commerce** (FabFurnish.com, Firstcry.com, Foodpanda.com, etc.).
- Handling more than 25-30 clients simultaneously and developing long-term relationships with them.
- Sending **Email Campaigns** and solving **Email Spamming Issue**.
- Compiling Daily and Monthly Reports using **MS-Excel**.

5. 3Point14 Digital Company

Duration: April-2013 to September 2013

Post: Online Email Marketing Executive

Responsibilities:

- Sending **Email Campaigns** and solving **Email Spamming Issue**.
- Compiling Daily and Monthly Reports using **MS-Excel**.
- Monthly Performance Analysis
- Campaign Optimization

ACHIEVEMENTS

- **Founder of MeraGarden.com**, where you can shop for plants and all your gardening needs online which is featured in **TechAloo.com Oct, 2014**
- **Sole Proprietor of Exemplar Green**, where we sell our products on different ecommerce platforms and also provide services to help other sellers in bringing their business online.
- Secured **1st position in Presentation** at college level.

EXTRA CURRICULAR ACTIVITIES

- Participated and Finished 21Km **Airtel Delhi Half Marathon** conducted on 23rd Nov, 2014
- Basketball player at school level.
- **Co-organized** and attended the event **Microsoft Dream Spark Yatra** by Microsoft Corporation (India) Pvt. Ltd.

EDUCATIONAL QUALIFICATION

COURSE	COLLEGE/SCHOOL	UNIVERSITY	% MARKS
B.Tech	IEC College of Engineering and Technology, Greater Noida	Uttar Pradesh Technical University	68.36
Intermediate	Sunbeam English school, Varanasi	C.B.S.E	66.60
High School	Sunbeam English School, Varanasi	C.B.S.E	65.80

PERSONAL DETAILS

Name: Rashmi Singh

Gender: Female

Nationality: Indian

Date of Birth: 2nd October, 1988

Languages : Hindi, English (Fluent – Read and Write)

Permanent Address: Varanasi, Uttar Pradesh, India.

DECLARATION

I hereby declare that above mention information is and bear the responsibility for correctness of above mention particulars.

Dated:

Place:

(Rashmi Singh)