#### RESUME

**Anvesh**

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**Educational Qualifications:**

* **B.Tech** in Electronics & Communication engineering from **Teegala Krishna Reddy Engineering College** affiliated to **JNTU University**, in the year **2011**.
* **Intermediate** from **Nalanda Junior College**, with specialization in **M.P.C** under the Board of Intermediate in the year **2007**.
* **Xth Standard** from **St. Anne’s English Medium High School**, in the year **2005**.

**Summary of Experience 1:**

Worked as an ***Analyst I - B1*** at **MediaMint,** for “**Pinterest**” and **“AdRoll”,** from September 1st, 2015 till May 26, 2017 (1 year and 8 months).

Work Profile in MediaMint (Digital Marketing):

• Campaign strategy (Email support):

**Pinterest** is a fastest growing discovery platform which also supports advertising within it, while **AdRoll** is an online marketing platform best-known for Retargeting/Remarketing advertising strategies.

Work profile includes identifying Customers objectives and advising on suitable measurement strategies for advertising campaigns. Benchmarking performance across all online channels and advising on KPIs. On-boarding new client’s with great responsibility, reporting on key metrics (Dealing with CPM, CPC, CTR and ROI), analyzing and interpreting trends and providing actionable insights based on available analytics data. Performing ROI analysis to evaluate efficiency and effectiveness of different marketing campaigns.

*Achievements & Responsibilities*:

* + ‘Performer of the Quarter - 2017’ (Pinterest).
  + ‘Employee of the month’ – January 2016 (AdRoll).
  + Trained and on-boarded new joiners.
  + Reporting daily statuses, associate level concerns to the Line of Business located in the US, on call.

**Summary of Experience 2:**

Worked as a ***Team Member*** at **Bank of America Continuum India Pvt. Ltd.,** starting from 17th February, 2014 to March 3rd, 2015 (1 year and 1 month).

Work Profile(s) in BACI (Banking):

• Personal Accounts Specialist (Chat support):

RCR Text chat is a supply based service process, where the medium of assisting the Bank of America Customers (under its Consumer Service Banking division) is through Email and Chat Channels.

Handling up to 3 chats with customers and providing assistance with all the account related information such as opening and closing an account, Refunding the fees based of customer’s history, issuance of debit card, helping the customers with Domestic and International wire transfers, etc.

*Achievements & Responsibilities*:

* Recognized for top performance in training.
* Met BHAG target in the first week of hitting the floor after training.
* Awarded with Silver Certificate for the month of April, for the exceptional performance on the core metrics/deliverables.
  + *During September 2014, I underwent a 3 days training program held by RCR Central Reporting Console team on 6 Sigma*.

**Summary of Experience 3:**

Worked as an ***eSupport Officer*** at **KNOAH Solutions** for a process called **BARNES AND NOBLE,** the America’s largest online book and gift sellers from 12th October, 2012 – February 12, 2014 (Exp: 1 year 4 months).

Work Profile(s) in KNOAH Solutions Pvt. Limited (E-commerce):

• Personal Accounts Specialist (Chat support):

Knoah Solutions is an award-winning Global Outsourcing Services Company - with delivery onshore and offshore delivery centers in US and India - that delivers the best multi-channel customer and technical support services in the industry.

Handling up to 3 chats with customers and providing assistance with the Order related issues, replacements, refunds, Electronic Device called NOOK troubleshoot etc., maintaining targets such as – Csat, Dsat, Quality, OSAT, AHT, Login hours, RDT and availability towards the Customers is the core job.

*Achievements & Responsibilities:*

* Trained and On-boarded 3 new batches conducting mock chats, sessions and live chat scenarios.
* Won **BRAVO award** for best performance.
* Recognized for doing highest number of chats in a day (136 Chats) meeting all the goals.

**Areas of Interest:**

* Banking
* E-commerce
* Digital Marketing
* Social Media/ Social Network

**Technical Skills:**

* Good in MS Office
* Good understanding in different versions of Windows Operating system
* Knowledge in Core Java
* Basic knowledge in web application testing tool ‘Selenium WebDriver’
* Knowledge in Robotic Process Automation tools like Blue Prism and UiPath

**Strengths:**

* Credible and articulate, with excellent communication, presentation and interpersonal skills
* Enthusiastic and self-motivated, with the ability to lead projects proactively
* Meticulous attention to detail, with an overall passion for continual improvement
* Innovative and creative, with a logical and methodical approach to problem solving
* Exposure to most trending domains like Banking, E-commerce, Digital Marketing and Social Media.

**Hobbies:**

* Song writing, Singing.
* Poetry.

**Personal Profile:**

**Full Name** : Anvesh

**Nationality** : Indian

**Date of Birth :** 5th June, 1990

**Marital Status** : Single

**Languages Known :** English, Hindi and Telugu

**Declaration**: I hereby confirm that the above provided information is true to the best of my knowledge.

**Signature**

**Anvesh**

Date: