
Aleesha Jacob

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SKILLS

MS-SQL, Python, ZENDESK , CLEVERTAP, ZABBIX Monitoring, Excel/VBA, Latex, JIRA, MongoDB, POSTMAN API, Firebase App Distribution Testing, Adobe Premiere Pro

Soft Skills: Leadership, Team-Work, Critical Thinking, Conflict Management, Excellent Communication Skills, Determined and Goal Oriented

EXPERIENCE

GYANWAVE IT CONSULTANCY PVT. LTD , DELHI, INDIA
08/20-02/21

Marketing Analyst

- Used Clevertap on a daily basis to create push notifications, campaigns and journeys for clients like SONYLIV, MAX LAB HEALTHCARE, banks,etc
- managed PPC/ UA campaigns for SONY LIV app.
- Created Media Plans for multiple companies and businesses for better engagement and reach their user base worldwide as well as attracting users to subscribe to their plans etc.
- Helped in developing and testing websites. Example-<http://maxlab.co.in/> , supari.in through STRAPI, wordpress, etc.
- Tested ios-android ready apps through Firebase App Distribution platforms.
- Created Wireframes for app testing for multiple companies and businesses.

LOYALTY PRIME GMBH, NOIDA , INDIA

08/19- 05/20

Application Support Engineer

- Worked 24/7 with international clients like BMW China, Heineken, SilverCar by Audi, QuickSchuh, IBL, SKY Thanks Again etc. from all around the world.
- Always updated the companies' wiki pages to keep API Documentation on frontend and backend up to date and on check to educate new employees or other teams.
- Analyzed API performance through POSTMAN and remote desktop servers and Zabbix monitoring daily; used MS SQL Server and Mongo DB, Robo3T to find bottlenecks; update vouchers, checked job activity monitor to ensure all API's are running.
- Prepared and updated BMW's Daily Tracking Consolidated Report; daily check tracking report and BMW jobs and services report every night after collecting the data through MS SQL Server Management Studio.

UNIVERSITY OF WINDSOR, CANADA

07/18 - 03/19

Research Assistant

- Managed Education Centres' facebook and Google Ads.
- Analyzed performance on our query processor to find bottlenecks.

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- Worked with Group growth team on Highlight Notifications to improve audience targeting increasing click-through rate by 32%

Zomato Media, Gurgaon, India

02/17- 04/18

Quality Analyst, Content Team

- Delivered custom analytics and insights focused on the product and marketing roadmap.
- Managed facebook ads and youtube ads for its seasonal projects.
- Automated company-wide weekly metrics reports pulling data from all distribution platforms saving hours of labor from analysts through Python and Google Data Studio.
- Email Marketing through the Company's database; optimization & assisting with concerns of 100+ clients, six days a week thus enhancing revenue generation & user experience.

EDUCATION

Masters in Computer & Electrical Engineering

University of Windsor, Ontario, Canada Jan 2018- June 2019

Dean's Honours List: 80.88% Average

Electronics and Communications Engineering, BTech

Amity School of Engineering & Technology, Noida, U.P, India July 2013- May 2017 GPA: 75% Average

Internships - Airtel, IIT Delhi

Extra Curricular- Video Editing, Technical coordinator,
Toronto Animal Care Volunteer