



# SARTAJ AHMAD

SENIOR DEAL ANALYST  
(AFFILIATE & DIGITAL MARKETING)

## PERSONAL PROFILE

Experienced Analyst with a demonstrated history of working in the internet industry. Skilled in Analytics, Copy Writing, Affiliate Marketing, E-mailer marketing, SEO, Social Media Marketing, Customer Service & Google Analytics. I have a professional demeanor, excellent communication and negotiation skills. Furthermore Due to my enthusiasm and commitment in this career, I have the ability to become a central member of your team.

## CONTACT

PHONE:  
+971- 585819917

EMAIL:  
sartaj.amd123@gmail.com

ADDRESS:  
Dubai, UAE

## SKILLS

MS Office



Photopea



Zoho Campaign



Clavertap



E-mail Marketing



Digital Marketing



Analytical Skills



Problem Solving



Communication / Focus



## EXPERIENCE

PRESENT  
-  
APR: 2018

**GOPAISA.COM - NOIDA, INDIA**  
**AFFILIATE MARKETING SPECIALIST**

- Develop and execute multiple digital marketing efforts to enhance brand visibility.
- Creating email blast campaigns to target key customers.
- Track trade shows expense to maintain budget.
- Work closely with in-house design team to develop visuals for content.
- Maintain high level of understanding of industry standards and trends.
- Work with in-house advertising team, outside advertising agencies and consultants to develop strategic marketing plans.

MAY: 2017  
-  
APR: 2018

**BANKYATRA - NOIDA, INDIA**  
**SUBJECT MATTER EXPERT**

- Identified and recommended new products based on market research and consumer analysis.
- Worked with multidisciplinary teams in new product rollout, effectively addressing inquiries.
- Analyzed business problems, identifying root causes and developing robust solutions.
- Delivered sales pitch to potential customers, adjusting pitch to meet needs of specific individuals and businesses.

2017 **SANPDEAL - DELHI, INDIA**  
2015 **CUSTOMER SERVICE ASSOCIATE**

- Maintained customer satisfaction with forward-thinking strategies focused on addressing customer needs and resolving concerns.
- Answered product and service questions, suggesting other offerings to attract potential customers.
- Offered advice and assistance to customers, paying attention to special needs or wants.
- Used company troubleshooting resolution tree to evaluate technical problems and find appropriate solutions.

2015 **DISHTV - NOIDA, INDIA**  
2014 **CUSTOMER SERVICE REPRESENTATIVE**

- Provided primary customer support to customers.
- Responded to customer calls and emails to answer questions about products and services.
- Informed customers about special promotions and provided detailed information for various products.
- Clarified customer issues and determined root cause of problems to resolve product complaint.

## **ACHIEVEMENTS**

\* Employee of the Year 2021  
(Go paisa Netventures Pvt Ltd.)

\* Grew business award 2018  
(30% Bankyatra.com)

## **PERSONAL INFO**

**DATE OF BIRTH:**  
23/06/1991

**LANGUAGE:**  
English, Hindi, Urdu

**NATIONALITY:**  
Indian

## **EDUCATION**

2014 **ROHILKHAND UNIVERSITY, BAREILLY, UTTAR PRADESH - INDIA**  
2011 **BACHELOR OF ARTS | GRADUATION**

PRESENT **JAMIA MILLIA ISLAMIA UNIVERSITY , DELHI - INDIA**  
2022 **BASIC IN DIGITAL MARKETING | CERTIFICATION**