

# Dheeraj Singh

DATA ANALYST & BLOGGER

"Unlocking insights and driving growth through data analysis also I'm a skilled Content and Blog Writer ready to craft engaging, SEO-optimized pieces that drive traffic and conversions"



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## WORK EXPERIENCE

### Management Trainee (Data Analyst) Jaypee Group

01/2024 - Present

Kanpur, UP, India

- Sales and marketing data analysis, Excel dashboards, social media campaign management, and digital campaign data handling. Promotion via Google Ads, Facebook, Instagram, WhatsApp; campaign analysis using Google Analytics, Google Sheets, and Excel.

### Content & Blog Writer Educator Corner

01/2024 - Present

Remote

- Owner and blogger, publishing daily web stories and posts. Conducting keyword research and SEO-based blogging on government job notifications and syllabus content.

### Operation Intern Pocket FM

02/2023 - 10/2023

Remote

- Categorizing fiction and non-fiction audiobooks, tagging, mapping, and preparing CMS links. Managing CMS, listing audiobooks on Flipkart, handling sales and campaigns, data analysis, and overseeing weekly launches on Flipkart and Pocket FM.

### Summer Intern YARA International

06/2022 - 08/2022

Gazipur, U.P. India

- Engaged 600+ farmers with daily visits and individual/group meetings. Organized 30+ meetings, YCNC and channel partner visits. Provided 120+ demos and 30+ crop shows/treatment plot visits. Conducted 40+ daily POS calls. Collaborated with BAYER (BLF) team.

## VOLUNTEER EXPERIENCE

### Student Volunteer National Service Scheme

## HONOR AWARDS

Best Cadet Award for Several Camps

NATIONAL CADET CORE

NCC "B" Certificate 97 UP BN Varanasi (Under Officer in Army wing)

NATIONAL CADET CORE

NSS Certificate

National Service Scheme

## SKILLS

Data Analysis

Excel

Word

CMS

Google Ads

Sheet

Docs

PPT

Canva

YouTube Video Creator

Blogging

Content Writing

Wordpress

SAP

## PERSONAL PROJECTS

Analysis of HR and Employee Salaries and Work Hours

Bike Sales Analysis in Current EY

Response of Farmer for fertilizer of YARA pvt. Ltd.

## EDUCATION

### Data Science Newton School

07/2023 - Present

### MBA - Agri Business Management Veer Bahadur Singh Purvanchal University

08/2021 - 09/2023

Jaunpur, U.P. India

### B. Sc. - Agricultural Sciences University of Lucknow

07/2016 - 10/2020

Lucknow, U.P. India

## ORGANIZATIONS

National Cadet Core

In this organization, I gained insights into army life. As a U.O., I learned man management, time management, and the importance of effective communication and persuasion skills in critical situations.

## INTERESTS

Writing Blog & Content

Swimming

Cooking

Reading

YouTube Video Creation