

# DAKSHESH ARORA

## CONTACT

- +91 9810445567
- Delhi, India, 110018
- aroradakshesh15@gmail.com

## EDUCATION

### Bachelor of Computer Applications (BCA)

Institute of Information Technology & Management, New Delhi, DL

### 12th Grade - Commerce

Ramakrishna Senior Secondary School, Delhi, DL

- Final CGPA: 8.30

### 10th Grade

Ramakrishna Senior Secondary School, Delhi, DL

- Final CGPA: 7.60

## SKILLS

- Programming Languages:** Python, C, C++, JavaScript
- Web Development:** HTML, CSS, JavaScript
- Graphic Design:** Adobe Photoshop, Canva
- Tools:** MS Office Suite, Data Visualization Tools
- Other Skills:** Strategic Planning, Logical Thinking, Time Management, Effective Communication, Influencer Marketing, Social Media management

## CERTIFICATION

### ADVANCED DATA SCIENCE USING PYTHON, SHAPEMYSKILLS

- IN-DEPTH TRAINING IN DATA ANALYSIS, MACHINE LEARNING, AND PREDICTIVE MODELING USING PYTHON.

## ABOUT ME

I'm a BCA student specializing in digital marketing, with expertise in strategic planning, logical thinking, time management, and effective communication. I'm skilled in influencer marketing, social media management, and negotiation, helping brands boost their online presence and engage with their audience. My goal is to apply these strengths in a professional setting, delivering impactful marketing campaigns and driving digital growth.

## PROJECTS

### Analysis of Stock Exchange Using Linear Regression Algorithm

- Applied linear regression techniques to analyze historical stock market data, identifying trends, patterns, and correlations.
- Provided valuable insights for investment strategies through data-driven decision-making.

### Data Analytics and Visualization Job Simulation (Accenture)

- Mastered data analytics tools and techniques, enabling precise data analysis and actionable insights.
- Collaborated effectively with cross-functional teams to solve complex data challenges.

### Data Visualization: Empowering Business with Effective Insights (Tata)

- Designed interactive dashboards and reports to streamline data communication.
- Aligned data visualization with business goals, strengthening Tata's data-driven approach.

## WORK EXPERIENCE

### Valour Media

#### Influencer Marketing Intern- June- November (2024)

- Responsible for developing and executing influencer marketing strategies to promote brand awareness and drive sales.
- Collaborate with influencers, manage campaigns, and analyze results to optimize future partnerships.

### Freelance Experience

#### Web Developer

- Created and maintained websites using HTML, CSS, and JavaScript.
- Collaborated with clients to understand their requirements and deliver customized web solutions.
- Ensured responsive and user-friendly design across various devices and browsers.

#### Notable Projects:

- Visa999 Admin Panel ,Visa999 ,Pihu Collection ,Gagan Astro ,Business Boom ,Skin Zensation Cosmetologia