

# NIREEKSHA SHETTY

## PROFILE

Energetic Bachelors of Commerce graduate with a passion for digital marketing, skilled in social media management, Ad Operations, and leveraging AI tools for data-driven strategies. Eager to bring innovative solutions to Dubai's dynamic marketing landscape and make a meaningful impact as part of a vibrant team.



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## WORK EXPERIENCE

- Responsive Media Tech Services Global**  
Advertising Operations trainee, July 2024 - Sep 2024
  - Led ad ops processes and trained junior team members.
  - Managed ad operations, ensuring campaigns met budgets and impression targets.
  - Generated performance reports to track engagement, CTR, and analytics.
  - Monitored cross-platform ad performance and budgets for optimal delivery.
  - Used tools like GAM360, Acast, and DV360 for ad management.
- Flibbr Consulting**  
Servicing and social media intern, Dec 2023 - Mar 2024
  - Managed clients' digital brand presence, including social media campaigns and content calendars.
  - Led client meetings to ensure timely delivery of high-quality work.
  - Collaborated with clients to understand their needs and deliver tailored solutions.
  - Developed research-driven presentations to provide in-depth product insights.
- Mycaptain**  
Campus Ambassador, Dec 2021 - Jan 2022
  - Organized promotional events and workshops to boost brand awareness and drive student sign-ups.
  - Led campus marketing efforts, engaging students through targeted campaigns.

## EDUCATION

- 2024** Mount Carmel College  
Bachelors Degree in Commerce
- 2020** Mount Carmel PU College  
Commerce (PEBA)
- 2018** Graduated High School  
Raja Rajeshwari School

## CERTIFICATES

- Google-** AI Essentials
- MyCaptian-** Digital Marketing
- Google-** Digital Marketing & E-commerce

## SKILLS

- AI Tools
- Social media strategy
- Time Management
- Effective Communication
- Creative Thinking

## LANGUAGES

- English
- Hindi
- Kannada
- Tulu