

NANDLAL SHARMA

operations,
entrepreneurship
digital marketing



CAREER OBJECTIVE

PGDM student from JSB Ghaziabad with entrepreneurial experience in digital startups. Skilled in data analysis, marketing, and strategic execution. Built and scaled ventures from zero. Seeking Analyst Trainee role at Cognizant to apply analytical thinking and growth mindset. Eager to drive business impact and grow into a high-performing, tech-savvy business leader.

Skills:

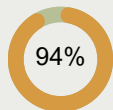
- Data Analysis (Excel, SQL basics, Power BI)
- Digital Marketing (Meta Ads, Google Ads, SEO)
- Market Research & Business Strategy
- Canva, Figma, Notion, Trello, MS Office
- Entrepreneurial Leadership & Growth Hacking

Education:

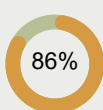
PGDM – Jaipuria School of Business, Ghaziabad
2025–2027 (Pursuing)
Bachelor of Arts (Hons.) in Economics
Lalit Narayan Mithila University (LMNU), Bihar
2029 – 2023

Language:

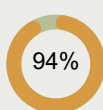
ENGLISH



HINDHI



HINGLISH



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IMNANDLAL.IN

PROJECTS & PORTFOLIO

Portfolio Website: IMNANDLAL.IN

Digital Marketing ROI Project: 3x ROAS
via paid campaigns + influencer funnel

Professional Experience:

Co-Founder – TradeWithUttam.in (Bootstrapped
News Website)

2022 – 2023 | Delhi (Remote)

- Launched a financial news platform with daily insights on markets, IPOs & business trends
- Grew organic traffic to 15K+ monthly visitors within 6 months using SEO & content strategy
- Built monetization model through Google Ads & affiliate marketing

Co-Founder & Operator – Thaali Wala (Cloud Kitchen
Startup)

FEB 2023 - SEP 2024 | Delhi NCR

- Conceptualized and launched a Gen-Z focused cloud kitchen serving authentic thalis
- Scaled from 0 to 120+ orders/week in 2 months via Swiggy/Zomato & Instagram
- Oversaw operations, vendor management, packaging & customer service

Intern – Digital Marketing & Analytics (Remote
Project)

2024 FEB - 2025 JAN | Freelance

- Ran ROI-focused ad campaigns, tracked analytics with GA4 & used Meta Ads Manager
- Built landing pages & optimized conversions using heatmap & A/B testing