

Om Jajulwar

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EXPERIENCE

- The Hype Capital** Mumbai, India
Jan, 2025 - Present
Junior Social Media & Performance Marketing Executive
 - o **Tech-Stack** Meta Ads Manager, Google Analytics, Google Sheets, Canva, Excel, Notion
 - o **Campaign Management and Optimization** Ran and fine-tuned paid campaigns across Facebook and Instagram, boosting click-through rates (CTR) by 20% with smarter targeting and creative experiments.
 - o **Performance Analytics and Reporting** Tracked key metrics (CPC, CPM, ROAS) daily and optimized campaigns, cutting wasted ad spend while driving better results for clients.
 - o **Creative Collaboration** Teamed up with designers and content creators to launch fresh ad creatives that increased engagement and reach by 30%.
 - o **Client Reporting and Insights** Delivered clear weekly reports with actionable takeaways, helping clients and leadership make faster, data-driven campaign decisions.
- The Shunya Foundation** Remote (Chandigarh, India)
Aug, 2024 - Nov, 2024
Social Media Marketing Manager
 - o **Tech-Stack** Canva, Meta Business Suite, Instagram Insights, Google Sheets
 - o **Digital Campaign Execution** Led and executed 5+ campaigns promoting sustainability, driving a 15% boost in followers and expanding our community reach.
 - o **Content Creation and Branding** Designed eye-catching posts and stories with Canva that strengthened brand consistency and sparked higher engagement.
 - o **Performance Tracking and Optimization** Monitored reach, engagement, and clicks — tweaking post formats and schedules to grow audience interaction steadily.
 - o **Event Promotion** Successfully promoted MUN events through organic growth hacks and partnerships, doubling participation numbers.
- First Quadrant Labs** Remote
Aug, 2024 - Oct, 2024
Data Science Intern
 - o **Tech-Stack** Python, Pandas, NumPy, Tableau, Seaborn, Excel
 - o **Performance Analysis** Analyzed data to uncover patterns in campaign performance, leading to actionable tweaks that improved ROI for key campaigns.
 - o **Audience Segmentation Insights** Segmented customer and audience data to help refine targeting strategies, enabling more personalized and effective ad campaigns.
 - o **Dashboard Creation for Marketers** Built clean, easy-to-read Tableau dashboards that gave the marketing team real-time insights into campaign health and audience behavior.
 - o **Cross-Team Collaboration** Worked closely with marketing and product teams to turn data findings into clear recommendations, improving overall targeting and messaging.

SKILLS SUMMARY

- **Data Analytics & Tools:** MySQL, Python, Pandas, Tableau
- **Tools:** Canva, Excel, Google Ads, Google Analytics, G Suite, Meta Ads, Meta Business Suite
- **Soft Skills:** Creative Campaigning, Storytelling, Cross-functional Collaboration, Problem-Solving, Leadership, Adaptability

EDUCATION

- Boston Institute of Analytics** Mumbai, India
Feb, 2024 – Sep, 2024
Diploma in Data Science and Artificial Intelligence
- Rashtrasant Tukadoji Maharaj Nagpur University** Nagpur, India
July, 2018 - July, 2022
Bachelors in Technology; CGPA: 8.4
Courses: Operating Systems, Analysis Of Algorithms, Artificial Intelligence, Machine Learning, Probability and Statistics.

CERTIFICATIONS AND ACHIEVEMENTS

- [Click here](#) for all the important certifications, feel free to go over my [LinkedIn's "Licenses & certifications"](#) section for more.
- Consistently honored on the prestigious Dean's List in 2021 and 2022, embodying academic excellence and drive.