



KAVYA SHARAWAT

BUSINESS ANALYST

CONTACT

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EDUCATION

- 2024- PRESENT
MANIPAL UNIVERSITY (ONLINE)
 - MBA- Data Science & Analytics

- 2021-2024
SYMBIOSIS CENTRE FOR
MANAGEMENT STUDIES
 - Bachelors in Business
Administration -Business Analytics
 - GPA: 7.4/10

- 2015-2021
JAYSHREE PERIWAL HIGH
SCHOOL, JAIPUR
 - Higher Secondary (Commerce)
 - Percentage: 90% -12th Grade
87% -10th Grade

SKILLS

- Project Management
- Public Relations
- Media Outreach
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Analytical Thinking

LANGUAGES

- English (Fluent)
- Hindi (Fluent)
- French (Beginners)
- German (Beginners)

PROFILE

Motivated Business Analytics and Marketing graduate with a comprehensive understanding of digital marketing, business intelligence, and data analysis. Skilled in social media analytics, reporting, and campaign management, with hands-on experience in marketing research, content creation, and account management. Known for creativity, strategic problem-solving, and strong communication skills. Seeking opportunities to leverage analytical skills to design data-driven solutions and maximize ROI.

WORK EXPERIENCE

- **Interactive Avenues - MediaBrands** GURUGRAM, HARYANA, INDIA
Social Media Intern & Business Analyst JULY 2023 - AUGUST 2023
 - Collaborated with the Account Management team to optimize client media strategies, leveraging social media analytics to enhance campaign performance.
 - Developed social media reports and conducted campaign analysis to inform future digital marketing strategies.
 - Supported team in account management, engaging with cross-functional teams to ensure alignment on campaign objectives and outcomes.
- **Global Entrepreneurship Alliance** Remote (Brussels, Belgium)
Research Intern - Marketing August 2023 - October 2023
 - Conducted in-depth marketing research for the Innovation Certification Course, analyzing market trends and competitor insights.
 - Created content and designed graphics for promotional materials, enhancing engagement and outreach.
 - Provided actionable insights to the team, contributing to strategic decisions in market positioning.
- **Robin Hood Army** Noida, Uttar Pradesh, India
Volunteer February 2023 - August 2023
 - Organized and participated in 30+ food, academy, and special drives, contributing to the organization's mission to support underserved communities.
 - Actively engaged in team coordination and community outreach efforts, enhancing public awareness and fostering positive community relationships.

CERTIFICATIONS

- **Digital Marketing** - Delhi Institute of Digital Marketing
- **Innovation Essentials** - Global Entrepreneurship Alliance

ADDITIONAL PROJECTS

- **Symaroh Cultural Event:** Led a creativity team for Symaroh, a cultural festival, coordinating event logistics and enhancing the event's digital presence.
- **Connect and Convert Seminar (Marketing x PR):** Planned and organized seminar sessions, focusing on marketing and PR integration, which received positive feedback from participants.
- **SCMS Club:** Core member of the PR Cell (Media Outreach) and Member of Aarang (Performing Arts Community)
- **<https://github.com/KavSh890/Resume-Projects>** : Power BI dashboard, Python BMI Calculator, Business Model Canvas, Digital Marketing Portfolio, MS Excel Analysis, Machine Learning Project (Predictive Analysis)

TECHNICAL PROFICIENCIES

- **Programming Languages [Beginner-intermediate]** : Python, SQL
- **Data Visualization Tools [Intermediate-Advanced]** : Tableau, Power BI, Microsoft Excel
- **Content & Design Tools:** Canva, WordPress
- **Microsoft Office Suite [Advanced]** : Excel, Word, PowerPoint

REFERENCES

Saumya Srivastava

Interactive Avenues

Email : saumya.srivastava@interactiveavenues.com

Bryan Cassady

GEA/Entrepreneur

Email : bryan.cassady.ext@edhec.edu