

# YUVIKA JAIN

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## PROFESSIONAL SUMMARY

Analytical and creative student with a strong experience in market research, consumer understanding, and cross-functional project execution gained through internships and leading multiple college marketing teams. Experienced in data analysis, KPI tracking, and collaborative planning through roles at Youth India Foundation, Younity, and Goldman Sachs. Adept at working with diverse teams, managing deadlines, and building communication that drives engagement. Excited to join Paper Boat as an Assistant Brand Manager and contribute to brand building, category growth and insight-driven marketing initiatives.

## EDUCATIONAL QUALIFICATIONS

- |                                                                              |            |
|------------------------------------------------------------------------------|------------|
| • B.Sc. Economics, Statistics - <i>Mount Carmel College, Bangalore</i> (83%) | May 2026   |
| • Pre-University Education - <i>Narsee Monjee College, Mumbai</i> (91%)      | April 2023 |
| • Class 10 - <i>Lokhandwala Foundation School, Mumbai</i> (95.86%)           | May 2021   |

## PROFESSIONAL EXPERIENCE

### Goldman Sachs - Summer Analyst

May 2025 - July 2025

- Executed 2 projects that developed analytical models to improve overall workflow efficiency and strengthened insight quality for the team.
- Strengthened process clarity by working on 253 accounts and reduced 12 operational gaps for the team
- Translated data into meaningful insights by analysing securities lending workflows.
- Created structured summaries and presentations for internal teams, improving clarity in reporting and decision-making

### Youth India Foundation - Strategy and Planning Intern

June 2024 - Sept 2024

- Conducted market research to identify 10+ trends and opportunities and monitored the key performance indicators for progress tracking.
- Created 2 reports and presentations to communicate plans and insights.
- Collaborated with 4 cross-functional teams to ensure goal alignment.

### Younity.in - Business Development and Research Specialist Internship

Dec 2023 - Jan 2024

- Executed market research and data analysis, driving a 12% increase in client acquisition.
- Led a small team to streamline outreach efforts and ensure consistent execution, similar to handling on-ground activation teams.
- Gained exposure to sales patterns and category demand, supporting a better understanding of brand placement and product fit.

## SKILLS

- **Computer:** Microsoft Excel, Microsoft PowerPoint, MS Word
- **Additional Skills:** Data Analysis, Strategic Planning, Market Research, Market Trend Identification, Campaigning, Presentation and Documentation

## ADDITIONAL INFORMATION

### • Open Elective Courses

Fundamentals of Marketing Management  
Business Ethics and CSR

### • Extracurricular Activities

Secretary (HSM, NM College)  
Sub-Head Marketing (Student Council, Mount Carmel College)  
Head of Marketing (Model United Nations Society, Mount Carmel College)  
Head of Marketing (FAD, Mount Carmel College)

### • Certifications

Consultant Job Simulation Certificate (Accenture)  
Business Analysis Basics Certificate (SimpliLearn)