



Address: Stüwerstraße, 1020, Vienna, Austria

Telephone no: +4367764434490

[Linkedin](#)

[Email](#)

[GITHUB](#)

[PORTFOLIO](#)

Krishna Sanjay Jaiswal

Education

2021-Ongoing

University of Klagenfurt

Msc in Media & Convergence Management

[CGA- 2.1/4.0] *

Digital Transformation
Inbound and outbound Marketing
SAP (Sales Module)
Media Informatics
Designing Sales processes and planning production
Cloud Computing and Automation.
IT Law
Human Centered Computing (UX/UI)

2016-2019

University of Mumbai

Bachelors of Mass Media and Commerce

[CGA- 2.9/4.0] *

Neuro science Marketing
Financial Analysis
Cross-cultural business training
Strategic Advertising implementation
Media planning and buying
Statistical analysis and business forecasting
Dynamics of the global market and international trade.
Microeconomics and Macroeconomics
Corporate Finance

Experiences

Position: CRM and Marketing (Freelancer)

Unternehmen: Wildnasswald Zentrum. (B2B & B2C)

Duration: [01.04.2025-30.09.2025]

- Implemented the **CRM systems** from Scratch for **Marketing Automation** (Zoho)
- Created **Social media Strategies** and **Paid ad Strategies** for the Optimization of Marketing purposes.
- Developed Content for Marketing and Sales Purpose. Researched about the Ideal Customer Profile(ICP).

Position: Marketing and Technical Sales Trainee

Unternehmen: Plasmics GMBH (B2B)

Duration: [01.01.2024-15.01.2025]

- Master Thesis on **B2B market** for adoption of **3d printing** related to industries like **Automotive, Medical Devices and Aerospace**.
- Used **Power BI** for **Data Visualization** and Performance tracking. Built advanced dashboards to track key metrics, including NPS (Net Promoter Score), enabling stakeholders to identify root causes for customer satisfaction trends.
- Used **SQL** to store customer data and reducing the data retrieval time from real time **Teradata(RBDMs)**.
- Integrated **DRUPAL** with **MS Dynamics 365**. This integration helped us bi-directional data synchronization, ensuring that both systems remain consistently updated for managing the Content.
- Integrated the website with **MS Dynamics 365 for tracing the engagement** of Prospect and setting the lead score points.
- Utilizing tools like **Google Keyword Planner**, identifying essential keywords and optimize website content to improve our search engine.
- Developed the Segment, Triggers, Personalization of Email and Designing the Journey with A/B testing.
- Analyzed marketing data, including CRM insights, SEO performance, and campaign effectiveness, to refine marketing strategies.
- Continuously monitored **key performance indicators (KPIs)** such as **click-through rates (CTR)**, conversion rates, and return on investment.

Position: Project Manager

Company: European People's Party (European Parliament)

Duration: [01.01.23-30.06.2023]

- Developed and executed **social media strategies** by leveraging Microsoft Excel.
- Supervised platforms, generated engaging content, and increased promotional value.
- Conducted cross-functional teams, **positioned social media campaigns** with organizational goals.
- Utilized analytics to optimize content strategies and track performance..
- Guided project planning, managed resources, and ensured timely delivery.Provided regular reports and insights to the senior.
- Got the **1st prize out** of **227** from European Parliament as a best Event Organized

Position: Junior Key Account Manager (Business analysis & Sales Focus)

Company: Arihant Cars (B2C)

Duration: [01.01.19-31.10.2021]

- Managed all-inclusive market research and data analysis to **recognize trends on Google Analytics & Google ads**, buyer preferences, and the competitive environment.
- Integrated with cross-functional teams and **Managed Stakeholders** within and outside to ameliorate Business procedure, enhanced operations, and streamline customer experience, with a focus on business development and sales.
- Worked comprehensive with **Micro-soft Dynamics 365** to preside customer relationships and optimize lead generation which showed the growth of 35%.
- Made use of Lead Scoring points based on the customer engagement for reach out leads through Email Marketing.

Position: Trainee
Company: Kumar Internationals (B2B)
Duration: [2017-2019]

- Ensures Purchase Order booking entry in SAP on timely basis and with no commercial failure.
- Closing of Product first information sheet (PFIS) internally and externally.
- Coordinating with Product Development team for Product Development along with procurement team.
- Co-ordinate for Raw materials and Packing materials for respective products (VN Purchase or customer purchase).
- Coordination with Regulatory /Finance / Purchase /Production/ Product Development team for timely completion of the order
- Reply to customer specific needs to achieve satisfaction.
- Support TICs in various activities for product development, stability, RM and PM from customer end to ensure customer satisfaction.
- Monitor despatches / Sales Hold for the orders booked in the system
- Communicate to internal & external customers on the updates on timely basis.

LANGUAGE SKILLS

English - C1/C2

Hindi - Native Speaker

German - C1

Dutch - A1/A2

CERTIFICATIONS

Salesforce Admin Functions
Art of Conversation
SQL for Data Analysis – Coursera

IT SKILLS

Database Management: SQL, Snowflake, Celonis EMS
Data Visualization: Tableau, Power BI dashboards
ETL Tools: Informatica
Programming: R (for data manipulation and analysis)
Analytics: NPS correlation analysis, customer segmentation
Documentation: Technical reports, architecture conventions
ERP & CRM Systems: Salesforce, Dynamics 365 & SAP
Project Management tools: Jira & Notion

Personal

As a happy go lucky person and open to other culture. During my free time, I indulge in various activities that help me relax and rejuvenate. Curiosity about Technology, Dancing and Acrobatics are my favorite hobbies, as I find it therapeutic and fulfilling. I take joy in getting update about technologies especially in digital world , this gives me a sense of accomplishment. Dancing is another passion of mine, as it not only keeps me physically active, but also brings composure to my mind, body, and soul. Nature plays a significant role in my leisure time.I find solace in taking long walks on the beach, appreciating the beauty of nature, and enjoying the calming effects of the ocean. In addition to my hobbies I also like networking with people through various events and this keeps me brighten all the time. I also take part in Volunteering activities like Nature conservation and I love being around animals especially Elephants. These experience has allowed me to contribute to a meaningful cause and give back to the community

