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# 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(RDBMS).
- 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

