

INSHASAYANI

UNIVERSITY OF GEORGIA (MAY 2019): B.S. BUYING & PLANNING, STUDIO ART MINOR
GEORGIA INSTITUTE OF TECHNOLOGY (DEC 2022): FULLSTACK WEB DEVELOPMENT PROGRAM

WORK EXPERIENCE

THE HOME DEPOT

Brand Advocate Analyst | Apr 2022 - Present

- Conduct root cause analyses on key performance indicators
- Weekly vendor check-ins to discuss strategies and KPI health
- Analyze consumer behavior to improve interconnected experience
- Handle product launches and kickoff new initiatives for vendor
- Prepare and present monthly, quarterly and yearly business reviews to key stakeholders, suppliers and merchants.

ISAYANI CREATIVE SERVICES

Owner/Freelancer | May 2014 - Present

- Offer web development services to e-commerce businesses, artists and organizations around the United States (30+ clients).
- Consult clients on best UI/UX design and marketing strategy.
- Utilize HTML5, CSS3 as well as JavaScript to complete client requests and code applications on multiple e-commerce platforms.
- Implement advanced back/frontend technologies from scratch.

SUNDANCE CATALOG

Retail Planner, Home & Jewelry | Mar 2020 - Mar 2021

- Forecasted accurate product sales based on LY/previous data to ensure correct sell-through and avoid missed sales opportunity.
- Created Assortment Plans by-store for 15 locations cross-country.
- Replenished year-round product daily, and coordinated season-end product to overflow while allocating new product in.
- Cultivated trend analysis and strategic inventory plans to improve turnover, sell-through, and gross profit for launched product.
- Presented performance analytics pre/post implantation to key stakeholders, CEO and Retail sector.

HAUTE HIJAB NEW YORK

Merchandising Intern | May 2018 - Aug 2018

- Drafted product copy and assisted Merchandise Planner in day-to-day activities; sustained \geq \$130,000 in revenue each month.
- Successfully pitched colors for Spring/Summer line and two new collections via personal research and attending TexWorld USA.
- Worked with CEO, creative director, and merchandise planner to price, campaign, and launch the Ultimate Underscarf Collection.
- Pulled daily inventory, profit, and product reports from TradeGecko.

SKILLS AND LANGUAGES

- Strategy, Planning Analysis, Trend Forecasting, Pricing, Allocations
- Data Analytics, Tableau, Microsoft Office (Certified Excel Expert)
- HTML, CSS, JavaScript, jQuery, React, Bootstrap, Tailwind, Handlebars
- NodeJS, ExpressJS, MySQL, MongoDB, PWAs, Git, State, OOP, MVC
- SEO, Google Analytics, E-Commerce Platforms, Marketing
- Adobe Suite (Photoshop, Illustrator, InDesign, Lightroom, etc.)
- Photography, 2D and 3D Visual Arts

ILR

- English ●●●●●
- Hindi ●●●●●
- Urdu ●●●●●
- French ●●●○○
- Arabic (MSA) ●●○○○

RELEVANT EXPERIENCE

VERITI™ MERN APPLICATION

Georgia Tech Bootcamp | June 2022 - Dec. 2022

- Worked collaboratively to create MERN stack application that accepts user input securely.
- Curated MongoDB database with trusted 501(c)(3) tax-exempt organizations that user can donate to.
- Created dynamic Portfolio page where user can save charities and see highlights of their donations. Option to download tax forms and full donation summary.

NOVELTY BOOKSWAP MVC APPLICATION

Georgia Tech Bootcamp | June 2022 - Dec. 2022

- Served as backend engineer for digital book swap application. Role included setting up database, routing and most models and controllers in paradigm.
- Secure login/logout functionality that stores data in JSON. Application uses data to have check-out system.
- User can upload their own books via ISBN to their personal library and see others who have also done so. Request to borrow book can be sent out and accepted.
- Database auto-updates when book is checked out.

CHIEF WEBMASTER

Sigma Sigma Rho - Epsilon | Aug. 2015 - May 2019

- Primary contact for all aspects of organization's website. Built from scratch on WordPress open source.
- Handled all web development, design and routine site/content maintenance in accordance with UGA.
- Ensured website continually aligned with organization's goals/objectives from national board.

LEADERSHIP AND SERVICE

SIGMA SIGMA RHO SORORITY INC.

DOMESTIC VIOLENCE AWARENESS & PREVENTION

President | Aug. 2018 - May 2019

Sigma Sigma Rho Inc. is a sorority centered on amplifying the voices of women of color and giving space to exchange culture and cause with like-minded organizations.

UNMASK INC.

SEXUAL ASSAULT ADVOCACY

Vice President, Founding Member | Aug. 2018 - May 2019

Unmask was established to bring the realities of collegiate sexual assault to the forefront. Giving survivors and advocates a platform to raise awareness and protect themselves against abuse.

ASHA FOR EDUCATION

CHILDREN'S LITERACY

Executive Graphic Designer | Aug. 2018 - May 2019

Asha for Education is a 501(c)(3) whose mission is to catalyze socio-economic change in India through the education of underprivileged children.



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