

YASHVI MEHUL NAGDA

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Executive Summary

Results-focused business analyst and marketer with cross-industry exposure, specializing in operational coordination, product development, and digital market insights. With experience managing workflows and leading marketing initiatives in a manufacturing environment, I combine systems thinking with analytical tools to drive performance and ensure product-market alignment.

Education

MS, Business Analytics

Hult International Business School | Boston, United States

Sep, 2024 – Aug, 2025

MCom, Business Management

Somaiya University | Mumbai, India

Aug, 2020 – Apr, 2022

MBA, Business Administration and Management | Spring Exchange

Saint Martin's University | Washington, USA

Jan, 2022 – May, 2022

BCom, Financial Accounting and Auditing

Mumbai University | Mumbai, India

Aug, 2017 – Mar, 2020

Skills

Languages: English, Hindi, Marathi, Gujarati, Sanskrit,

Technical Skills: Tableau, R, Python, Power Bi, SQL, Microsoft Office

Key Competencies: Statistical Analysis, Search Engine Optimization, Marketing

Professional Experience

Polymech Component Pvt Ltd | Mumbai, India

Apr, 2021 - Aug, 2024

Business Analyst. Led a cross-functional team to streamline processes, increasing operational efficiency by 75% by assigning tasks based on data and tracking performance. Ensuring the timely dispatch and accurate receipt of materials, facilitated smooth interdepartmental communication, and assisted in aligning marketing efforts with business objectives to enhance efficiency and customer engagement

- Led a cross-functional team, streamlining workflow processes and increasing operational efficiency by 75% through data-driven task allocation and performance tracking.
- Oversaw the processing and dispatching of final material products on a weekly schedule, maintaining a 100% on-time delivery rate, aligning with best practices in operations management.
- Utilized Tally Prime accounting software for accurate transaction recording and inventory tracking, significantly reducing billing discrepancies and enhancing financial accuracy.
- Conducted market analysis and designed strategic marketing initiatives, leading to a measurable increase in product inquiries and client engagement.
- Maintained comprehensive documentation systems, achieving 100% accuracy in monthly record retrieval and contributing to improved compliance and audit readiness

Desi Detox | Mumbai, India

May, 2022 - Jul, 2022

Marketing Strategist. Supported strategic content development and digital communication initiatives to enhance the clinic's online visibility. Creating engaging content and producing promotional videos aligned with audience insights, coordinating email communications to improve conversion rates, and managing the client database to support targeted outreach and retention strategies

- Executed data-driven digital marketing campaigns to increase clinic visibility, optimizing content and video strategies based on social media analytics and enhancing customer retention through personalized communication strategies informed by behavioral data.
- Provided actionable content ideas and oversaw production of promotional videos, aligning with audience engagement metrics.
- Leveraged marketing insights to support strategic planning and improve campaign ROI across digital platforms.

Aquaa Handcrafted Meraki | India

Aug, 2018 - Dec, 2020

Co-Founder. I led product development, sales strategy, and digital marketing initiatives for a personal care brand focused on sulfate-free bathing solutions. My role integrated business growth strategy with performance analytics to optimize market positioning and customer engagement.

- Designed and launched a product line of 50+ sulfate-free bath products, resulting in an 85% increase in product sales within six months through consumer trend analysis and targeted marketing.
- Developed and executed digital media marketing campaigns using insights from audience analytics, which significantly increased online engagement and drove new customer inquiries.