Sneh Panchal

MBA (Business Analytics) Fresher

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PROFESSIONAL SUMMARY

Currently, MBA fresher and looking for an opportunity to work. Experienced with a professional company and Freelance with a demonstrated history of working in Digital Marketing and Data research. In education, I just completed MBA - Business Analytics (Batch 2020-22) and completed Bachelor's in Engineering focused on Information Technology. I have a clear, logical mind with a practical approach to problem-solving and a drive to see things through to completion. I am also eager to learn new things and skills. Along with that, I passionate about volunteering. Currently, I am the coordinator of GPYG Bayad, we planted total 2000+ trees wherever 1000+ were paid trees.

SKILLS

Market Research	Ms Excel	Power BI	SQL (Basics)
SAS visual analytics (Basic)	Ms Power Point	HTML	Python (Basics)

EDUCTION

MBA Business Analytics   2020 - 2022
Ganpat University (CMSR), Ahmedabad
CGPA: 7.25 / 10.0

B.E. Information Technology   2014 - 2020
Government Engineering College, Modasa
CGPA: 5.89 / 10.0

WORK EXPERIENCE

Digital Marketing Executive   Nov 2019 - April 2020
Matrubharti, Ahmedabad
- Planned and executed social media advertising campaigns.
- Increased brand awareness through the creation and management of social media channels, boosting social media engagement.

Market Research   Nov 2019 - Jan 2020
Otraveli.com, Virtual
- Conducted end-to-end research processes through secondary research methods.
- Collected and analyzed data on travel places of India and their timings, coordinates, entry fee, best time to visit, required time to visit etc.
- Created Excel database of information gathered from research.

Social Media Manager   Feb 2019 - Apr 2019
Daxal Cosmetics Pvt. Limited, Virtual
- Daxal Cosmetics Private Limited was a cosmetic product manufacturing company and I worked as a freelancer for their own startup Velinta.
- I handled their official social media accounts, make marketing campaign strategies, collaborate with influencers etc.

CERTIFICATIONS

- Advance Excel Crash Course
- Google Analytics For Beginners
- SAS Visual Analytics For SAS Viya

PERSONAL DETAILS

Date of Birth: 08/02/1997
Nationality: Indian

Marital Status: Unmarried
Languages known: English, Hindi, Gujarati
Hobbies: Travel, Music, Drive