**TITHI BHANSALI**

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*To create value for the esteemed organisation through my skills, knowledge with continuous learning, adaptation and implementation of the required domain*

# EDUCATION

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| **Year** | **Degree** | **University/Board** | **Institution** | **Percentage/CGPA** |
| 2023 | BBA (Hons)  **Major**: Finance and Accounting  **Minor**: Marketing | Ahmedabad University | Amrut Mody School of Management | 3.2/4.0 CGPA |
| 2019 | HSC (Commerce) | GSEB | Mount Carmel High School | 82.25% |

**WORK EXPERIENCE**

**High on Life Foundation**

Marketing Communications Intern

Dec 2021- January 2022

* Collaborated with educational institutes for students to take part in awareness campaign by bringing creative entries (Art-A-Thon)
* Conducted awareness campaign against drug addiction by ensuring 100 people took pledge through circulation of google forms.
* In a team of 5, developed curriculum for children to generate drug addiction awareness among students and youth

**Mybyk** (Bicycle sharing, rental service)

Business Analyst Intern

March 2022-April 2022

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| 2017 | SSC | GSEB | Mount Carmel High School | 82.25% |

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* Evaluated parameters from a marketing perspective and used data science to find the prospects for improvement.
* Built Tableau dashboard to visualize core business KPIs (e.g., Monthly Recurring Revenue, Customer Plan Renewals)
* Aggregated hub wise data to understand the revenue generated and conducted linear regression
* Using SPSS, experimented discrete choice modelling on type of renewal plan chosen.
* Worked in team of 7 for analysing the highest and least performing hub based on daily active users and identified cost reduction strategy.

**Start-up**

Ecommerce Intern May 2022 – August 2022

* Managed account on aggregator platforms
* Created listings, added, updated products developed content using Canva, Adobe Express.
* Achieved reduction in advertising cost from 40 to 22% on sales by optimising ad campaigns.
* Devised strategies to get higher click through rate from 2.1 to 3.7%.

# UNIVERSITY PROJECTS

**Capstone Project: Assessment of Indian Home Loan Market** April 2023

* Collected data through qualitative descriptive research in form of questionnaire, processed, analysed responses
* Worked in team of 7, researched home loan market process and identified the gaps in availability and accessibility
* Key Deliverables: Identified socio economic variables resulting in issues, process inefficiency, cost parameters and ways to mitigate them.

**Digital Marketing** November 2022

* Systematised content calendar for building great social media presence of brand with various specific different objectives
* Formed the SEO, SEM strategies for a product brand in a team of 5 and improved the user design of the website

**Financial Statement Analysis** October 2022

* Financial Statement Analysis
* Analysing profit and loss account, balance sheet and cash flow statement
* Gaining insights of business through calculation of financial ratios
* Equipped Financial acumen by studying corporate accounting, financial management, GST fundamentals, direct taxes, performance management

# ACTIVITIES

**Advertising Co. (Portfolio)** October 2022

* Established a remote advertising agency in team of 4, provided services of logo design, poster creation, content writing, photography, video creation
* Assigned and communicated roles to the team for the company
* Pitched prospective clients to work for their brand, coordinated team to work according to feedbacks while ensuring timely delivery of high-quality professional work.

**Game Design**  Dec 2021

* Conducted presentation meetings for brainstorming ideas and discussion on final game formation
* Developed a board game in team of 5 for operations management, enabling easy understanding of the operational jargons in an easy, fun method

# ADDITIONAL

**Technical Skills**: Advanced in Microsoft Excel, Canva; Proficient in Tableau, PowerBi, Google Ads, Amazon Ads, Microsoft Word, Microsoft PowerPoint

**Languages:** Fluent in Hindi, English, Gujarati; Elementary Proficiency in French

**Certifications & Training:** Financial Markets (Yale University); Financial Modelling; Digital Media Marketing Strategies (Ilnois); Digital Marketing (Google)

**Hobbies: Dance, Crafts, Painting, Designing, Tennis**

**Interests: Financial Analytics, Financial Markets, Performance Marketing, Communication Design**