

# JAY CHAVDA

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## SUMMARY

Marketing professional with experience in lead generation, brand building, and content creation. Skilled in design and video editing, with hands-on roles at Citynect and TIME Institute. Currently pursuing an Integrated MBA at KS School of Business Management.

## WORK EXPERIENCE

### T.I.M.E. (Triumphant Institute of Management Education)

July 2024 - Nov 2024

#### : Campus Ambassador

- Enhanced brand visibility and audience engagement through strategic marketing and event coordination.
- Gained practical experience in digital marketing, campaign creation, and outreach initiatives.
- Strengthened communication, leadership, and interpersonal skills for future marketing roles.

### Freelance Graphic Designer And Video Editor

May 2023 - Aug 2024

- Skilled in video editing and graphic design with successful project monetization
- Continuously refining creative abilities for improved proficiency
- Expanding into freelancing to offer high-quality services to a wider client base

### citynect - Flat and Flatmates : Sales & Marketing Specialist

Aug 2023 - Sep 2023

- Completed a two-month internship at Citynect focused on lead generation and marketing analysis
- Gained valuable strategic insights and practical experience in marketing operations

## EDUCATION

### Bachelor of Business Administration

Aug 2022 - May 2025

Gujarat University-KSSBM

- Final-year BBA Marketing student with a strong interest in digital marketing, technology, and creative design, with hands-on experience in graphic designing and video editing

### Higher Secondary School

Nov 2020 - Jun 2022

Shree Swaminarayan Gurukul - Botad

- Completed 11th and 12th grades in the Commerce stream..

## ADDITIONAL INFORMATION

- Technical Skills:** Project Management, Digital Marketing, Lead Management, Tech Proficiency
- Languages:** English, Hindi, Gujarati
- Certifications:** Tata Group - Data Visualisation: Empowering Business with Effective Insights Job Simulation, Campus Ambassador (T.I.M.E.), Sales and Marketing Intern (citynect)
- Projects:** Completed projects on Marketing Mix, Market Research, and a Financial Feasibility Report as part of BBA curriculum across 2nd and 3rd year.