

# Ashish Bijwe

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## PROFESSIONAL SUMMARY

I am studying for a Master's in Applied Business, specialising in Business Analytics at Unitec. I am passionate about helping businesses grow online by generating leads and driving sales using digital channels. I also possess technical support and account management skills.

## EDUCATION QUALIFICATIONS

Masters In Applied Business - Business Analytics, Unitec, NZ | 2024 - 2025

Masters In Science - Digital Marketing, University of West London, UK | 2020-2021.

## EMPLOYABILITY SKILLS

- Strong track record of consistently surpassing sales targets by 20% to 40% at Just Eat Takeaway while working as an After Sales Representative.
- Excellent experience in customer service, ensuring customers' needs are met, achieving an 80% customer satisfaction rating as an After Sales Representative.
- Collaborated with colleagues to formulate a series of knowledge-base articles that helped customers troubleshoot common problems.
- Competent in using Excel, PowerBI, Tableau, and Python for data analysis and visualisation.
- Competent in using Figma, Photoshop, and Canva for design projects.
- Competent in using WordPress, HTML/CSS, and basic JavaScript for web development.

## PROFESSIONAL EXPERIENCE

**Digital Specialist**, Q Theatre, NZ | October 2024 - October 2025

- Managed digital marketing campaigns across social media (Meta, LinkedIn, Reddit) and email.
- Created engaging content aligned with brand voice, boosting audience engagement.
- Monitored campaign performance via Google Analytics and optimised campaigns.
- Implemented SEO strategies to improve organic search visibility.
- Overhauled email marketing for a community organisation: cleaned subscriber list, introduced secure sign-up form, reducing monthly costs from \$1,200 to \$495 and saving over \$8,460 annually

**After Sales Specialist**, Just Eat, UK | October 2022 - August 2023

- Consistently surpassed sales targets by 20% to 40% while onboarding over 100 customers per month through exceptional after-sales service, including menu setup, offering recommendations, and upselling optimised campaigns.

- Took ownership of the partner's account, ensuring they got the most out of Just Eat and resolving all issues before passing the account to the account manager.
- Set partners up for success and helped to maximise their business online.

**Technical Support Specialist**, Just Eat, UK | October 2021 – October 2022

- Deployment and implementation of devices across customer environments ensured seamless integration and optimal performance.
- Skilled at identifying the root cause of technical issues, conducting thorough testing, and implementing effective resolutions.
- Built rapport with customers, asking open-ended questions to find out needs and offering solutions, achieving an 80% customer satisfaction rating in the first quarter.

**Digital Marketing Consultant**, Freelancer | December 2020 - September 2022

- Graphics Design: Increased brand awareness by 20% through eye-catching and informative posters and business card designs.
- Social Media Content: Increased engagement by 15% by creating engaging and informative content.
- Web Design & SEO: Increased website traffic by 15% in 3 months using targeted keywords.
- PPC Campaigns: Increased paid search traffic by 20% in 3 months using targeted keywords.

**Various Hospitality Roles**, Coople UK, UK | July 2020 – March 2022

- Delivered attentive service, managed orders and tables, and ensured seamless guest experiences.
- Contributed to efficient food prep and service as a kitchen assistant, demonstrating a solid work ethic, ensuring timely order delivery and attention to detail.

**Student Ambassador**, University of West London | September 2020 – March 2021

- Led campus tours, answered questions, and guided them through orientation events.
- Possessed deep knowledge to answer questions, connect students with resources, and fostered a welcoming and supportive community.

**Warehouse Operative**, Gig, UK | February 2020 – September 2020

- Meticulously picked, packed, and checked orders while maintaining accurate inventory levels.
- Operated handling equipment safely and contributed to achieving warehouse goals through efficient practices.

**PREVIOUS EXPERIENCE**

- Food & Beverage Assistant, ICE Events, November 2014 – August 2017.
- Food & Beverage Team Leader, Epicure Catering, October 2014 – September 2017.
- Personal Assistant, Cartridge World, January 2010 – December 2012.
- Housekeeper, Central Hostel, January 2009 – September 2010.

- Grocery Assistant, New World Supermarket, October 2007 – April 2008.
- Assistant Graphics Designer, MMR Architects, June 2006 – March 2007.
- Web Designer, Gates Computing Pvt. Ltd, March 2005 – June 2005.

## **INTERESTS**

- I am passionate about savouring new flavours and discovering exciting new restaurants.
- I am passionate about visual communication, photography and blogging.
- I love exploring historical sites and vibrant cultures and relaxing on beautiful beaches.