

Darshil Bhatt

ASPIRANT PERFORMANCE MARKETER | MARKETING ANALYST

Berlin, Germany | darshilbhatt.business@gmail.com | +49 15510820771

GitHub- <https://github.com/darshilbhatt-work>

LinkedIn- <https://www.linkedin.com/in/darshil-bhatt-a2a6bb22a/>

SUMMARY

Seeking werkstudent opportunities to apply business analysis and digital marketing expertise while contributing to data-driven decision making. Committed to launching professional career in Germany through practical experience and continuous learning.

CORE SKILLS & COMPETENCIES

Excel · SQL (Basic) · Tableau · Google Ads · Meta Ads · Google Analytics 4 · Data Visualization · Keyword Research · Marketing Metrics · Canva · MS Office

Decision-Making · Communication · Problem-Solving · Strategic Thinking · Leadership · Team Collaboration · Resilience under Pressure

PROFESSIONAL EXPERIENCE

Junior Business Analyst | Modulinea Modular Kitchens (Full Time) Jan 2024 - Oct 2024

- Analyzed business processes and data to identify insights, improve efficiency, and support decision-making.
- Prepared dashboards, reports, and presentations (Excel, Tableau, PowerPoint) for stakeholders and management.
- Collaborated with cross-functional teams to gather requirements, align solutions, and deliver projects on time.

Social Media & Performance Marketing (Internship) April 2023- June 2023

- Assisted in planning and running paid social media campaigns to promote educational courses.
- Monitored campaign performance metrics (engagement, CTR, conversions) and prepared weekly reports.
- Gained practical experience in performance marketing, ad optimization, and audience targeting.

EDUCATION

Masters in International Management · IU International University, Berlin Jan 2025 - Dec 2026

Bachelor of Management Studies · University of Mumbai

July 2021 - May 2024

KEY PROJECTS

Performance Marketing

- International Jobs App – Install Campaign
- Zalando Fashion – E-Commerce Display Campaign
- Jacobs Coffee – Website Sales Video Campaign
- Flink Lebensmittel – App Installationskampagne
- Berlin Tourismus – Video Campaign
- Keyword Research Project – Café Expansion, Berlin
- Keyword Research Project – German Language School, Berlin

Data Analysis

- Marketing Campaign Performance
- Customer Segmentation & Purchase Behaviour
- HR Workforce Analysis
- Sales Performance & Profit Analysis
- E-Commerce Marketing Analyst
- Healthcare Patient Data Analysis

Marketing Analytics

- GA4- Traffic channel performance and engagement report
- GA4- Product Purchase Drop-Off Analysis
- GA4- Path Exploration- User Navigation Flow
- GA4- Segment Overlap Audience Comparison

ADDITIONAL INFORMATION

- **Languages:** German (B1-B2), English (C1)
- **Certifications:** GA4 Certified · Google Ads Search Certified · Marketing with Canva Certified · BCG Strategy Consulting Virtual Job Simulation · HubSpot Digital Marketing · Udemy MS Excel (Basic–Advanced)
- **Hobbies-** Attending German-speaking events · Watching Marketing Case Studies · Traveling · Football