

Yash Gohel

Mobile: +91-8618624209 | Email: yashlehog@gmail.com | Website: <https://yashnakulgohel.com>

Experience:

Streak (Content Strategist)

May 2021 - present

Academy

- Created an extensive Content Section and a Help Page about Strategic/Algo Trading which contains a **course, hundreds of articles, webinars & blogs** with a user-friendly design. This **helps lakhs of traders and investors** to become more knowledgeable and in turn make better trades. This also helped **raise conversion rates by 37%**.

Data Analysis

- Conducted **150 user interviews** and **analyzed data collected from more than 1000 users** which formed the stepping stone for content creation and user journeys.

Other responsibilities

- Developed a weekly newsletter from scratch. The purpose was to spread financial literacy company updates.
- Contributed to the support system by helping users solve trading-related queries while using the product.

Quicko (Growth Hacker, Digital Marketing)

January 2020 - May 2021

Content Creation

- **Newsletter/Bytes:** Started a weekly email newsletter called Bytes (a pocket-sized weekly dose of taxes, investments, finance & more). Played an integral role as the editorial head. Worked with my team for design and growth. Sent out **81 newsletters in 2020**. The audience of Bytes has grown **from zero to 50,000 weekly viewers** in just 6 months.

- **Twitter:** Solely managed the Twitter handle: @HowToQuicko. Stayed on top of the new trends, news, queries, and escalations; incorporated these in the company's daily tweets. Single-handedly posted over **1,000 tweets in 2020**. Increased the number of **followers from 100 to just over 3,500**.

- **Blogs:** Built the Quicko Blog from scratch for Income Tax, GST, and TDS updates/notifications. Wrote **60 blogs** and boosted the **readership to 10,000 monthly users over 6 months**. Also wrote **50 procedural and educational content** for Income Tax, GST & TDS.

Design & Videos

- **Created illustrations/animations** for Crazy Tax Story, Quicko Calendar, and Educational Videos.

Amazon (Risk Investigator, Buyer Transactions)

December 2018 - December 2019

General Responsibilities and Initiatives

- Reducing the risks and threats buyers and sellers can pose to Amazon and determining fraudsters based on the data accumulated, location, orders, related accounts, ordering/selling patterns, and various other methods. Used to inspect **more than 200 fraudulent patterns** in a day.

- Helped create **4 New Modus Operandi (MO)** to determine the fraudulent patterns among buyers & sellers. Submitted my findings to the core Anti Money Laundering team. This was added to the ML Processes and the Standard Operating Procedure (SOP). I also received a certificate for creating a new modus operandi.

Education/Certifications:

Undergraduate

Center for Management Studies (Jain University)

Bengaluru, India

Bachelor's in Business Administration (B.B.A.) with specialization in Marketing (GPA: 2.8)

2015-2018

- Winners of regional inter-college basketball tournament (year: 2017) (my position: shooting guard)

Online Certifications

100 Days of Python (Udemy); Google UX Professional Certificate (Coursera); Web Development Bootcamp (Udemy); Georgia Tech Basics of UX (Udemy)

Soft Skills Certification: Competitive Communicator (Toastmasters International)

2018

Software/IT Skills: Python; HTML, CSS, PHP, Javascript; Adobe Illustrator, Photoshop & After Effects; Figma; Google Analytics.

Personal Development

Pencil Artist and Illustrator

I run an Instagram art handle as a hobby with approximately 750 followers. I am deeply involved in abstract art and illustrations. Have a look at my works on **Instagram: @wai.geee**