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Summary

Combining my educational background in Business Analytics from GSFC University with practical experience gained both as an intern and an employee at Sensinova, I have developed a strong foundation in both theory and real-world application. As a Marketing Analyst Intern, I immersed myself in various aspects of marketing analytics, campaign management, and data visualization using tools like Power BI and Google Analytics. During this time, I actively contributed to the design and execution of marketing campaigns, utilizing email, social media, and web platforms to enhance brand visibility and drive customer engagement.   Having concluded my role at Sensinova as a Marketing Analyst Intern, I am currently seeking new challenges and opportunities to apply my skills and expertise. During my tenure at Sensinova, I gained valuable experience in marketing analytics, campaign management, and data visualization using tools like Power BI and Google Analytics. With a Bachelor's degree in Business Analytics from GSFC University, my passion lies in leveraging data to solve business problems and drive informed decision-making. As I embark on the next phase of my career journey, I am eager to contribute my skills and knowledge to organizations in need of strategic insights and analytical expertise.

Experience

Marketing Intern

Sensinova

Oct 2023 - May 2024 (8 months)

As a Marketing Analyst Intern at Sensinova India, I played a pivotal role in driving company growth and enhancing brand visibility in the smart automation solutions sector. My responsibilities spanned a broad spectrum of marketing functions, allowing me to contribute significantly to the company's success.

I developed and implemented comprehensive digital marketing strategies across multiple channels, including WhatsApp, social media, email, and paid advertising platforms. Key achievements include growing social media followers from 19 to over 5,500, generating 150-200 weekly leads through WhatsApp marketing, and maintaining 1,500-2,000 daily profile visits.

I orchestrated targeted Google Ads and Meta Ads campaigns, resulting in 70-100 daily leads and streamlined follow-up processes. My email marketing initiatives included daily cold email campaigns and customer retention efforts, achieving impressive open and click-through rates.

Vendor management was another crucial aspect of my role. I coordinated with outsourced marketing agencies, coding teams, and packaging agencies to ensure alignment with company objectives and enhance product presentation.

Leveraging AI and advanced analytics tools, I automated various tasks including social media engagements, Excel data processing, and report generation. This improved efficiency and accuracy in performance tracking and informed data-driven decision-making.

Throughout my tenure, I consistently produced compelling, industry-relevant content across various platforms, enhancing brand authority and customer engagement. My data-driven approach and commitment to exploring innovative marketing avenues played a crucial role in positioning Sensinova as a leader in the competitive technology industry.

This experience has honed my skills in digital marketing, analytics, and AI-driven automation, preparing me for future challenges in the rapidly evolving field of marketing technology.

Information Technology Intern
Gujarat State Fertilizers and Chemicals Ltd
Jan 2023 - Feb 2023 (2 months)

During my internship at GSFC, I had an incredible experience creating various interactive dashboards using Power BI. Working with real-world data, I gained hands-on experience in data analysis, visualization, and dashboard design. The supportive environment and guidance from experienced professionals allowed me to explore different data sets and apply my knowledge to develop impactful dashboards. This internship provided me with valuable skills in data visualization and analysis, enhanced my understanding of business intelligence tools, and strengthened my ability to communicate insights effectively. Overall, the internship at GSFC was an invaluable opportunity to apply my skills and contribute to data-driven decision-making processes.

Business Analyst
Goodwill Tech
Aug 2022 - Sep 2022 (2 months)

At Goodwill Tech Limited, my role encompassed managing the Amazon business dashboard and crafting insightful reports using Excel and Power BI:

Managing Amazon Business Dashboard:

My responsibilities involved overseeing various facets of our presence on the Amazon platform:

Sales and Revenue Tracking: Continuously monitoring sales figures, revenue trends, and profitability metrics to assess the effectiveness of our product offerings and pricing strategies.

Inventory Management: Vigilantly monitoring inventory levels, stock availability, and replenishment needs to maintain seamless supply chain operations and prevent any disruptions in product availability.

Marketing and Advertising Analysis: Analyzing the performance of our marketing and advertising campaigns, including Sponsored Products, Sponsored Brands, and display ads, to refine our strategies and maximize ROI.

Customer Insights: Scrutinizing customer feedback, reviews, and satisfaction metrics to pinpoint areas for improvement and enhance the overall shopping experience.

Competitor Monitoring: Tracking competitor activities, pricing strategies, and product offerings to stay ahead of the curve and identify growth opportunities and points of differentiation.

By effectively managing the Amazon business dashboard, I ensured that we had access to actionable insights to drive our business forward on the platform.

Creating Reports with Excel and Power BI:

In addition to managing the dashboard, I was responsible for creating comprehensive reports using Excel and Power BI:

Data Extraction and Cleaning: Extracting relevant data from various sources, such as Amazon Seller Central, and meticulously cleaning and organizing it to ensure accuracy and consistency.

Data Analysis and Visualization: Analyzing the extracted data to uncover trends, patterns, and actionable insights related to sales, inventory, marketing performance, and customer behavior.

Education

GSFC University
Bachelor of Business Administration - BBA, Business analytics

October 2021 - May 2024
I successfully completed my Bachelor's degree in Business Analytics from GSFC University in May 2024. This comprehensive program equipped me with a strong foundation in data analysis, statistical methods, and business intelligence, preparing me for a career at the intersection of business and technology.

Vapi Public School
Commerce, Business/Managerial Economics

2008 - 2020
I completed my primary and secondary education from Vapi Public School, following the CISCE (Council for the Indian School Certificate Examinations) curriculum from 1st to 12th grade, with a focus on commerce subjects.

Licenses & Certifications

Get started using Google Analytics

Marketing Management

Entrepreneurship Management

Business Analytics: Excel Macros & VBA for Beginners

ChatGPT for Digital Marketing

SQL Projects for Beginners

Web Scraping with Python