Hashnica Thiruchelvam

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Summary

A data-driven Marketing & Content Strategist with a First-Class Honours degree in Business Information Systems. Proven experience in driving social-first transformation and executing high-impact campaigns across key platforms (TikTok, Meta). Combines creative flair with strong analytical skills (Excel, Google Analytics) to translate data into strategic recommendations. Seeking to bring a proactive mindset and robust coordination skills.

Skills

Platform expertise , Performance Scorecards, Media Analysis, Stakeholder Management, Content Strategy, Trend Analysis, Google Analytics, Agency Collaboration, Workflow Optimization, Timeline Management, Influencer/Partnership Coordination, Excel , ROI Measurement

Education

University of Westminster | London
Bachelor of Science Business Information Systems | 07/2024

- Achieved **First-Class Honours**

Hindu Ladies College | Colombo
Commerce (GCE A-Levels) | 09/2020

- Grades: Accounting (B), Economics (B), Business Studies (C).

Experience

Microinterns | London
Marketing Intern (Part-time) | 08/2025 - Present

- Lead a team to execute digital campaigns, creating performance scorecards to track key metrics across social channels.
- Translate data into compelling stories for clients, providing insight-led recommendations to optimize future campaign performance.
- Collaborate with internal teams to ensure all creative assets align with brand guidelines and project timelines.

Hawksmoor | London
Administrator | 03/2024 - Present

- Demonstrate exceptional coordination skills in a high-volume environment, managing complex bookings and VIP partnerships for a 230-capacity venue.
- Act as the central point of contact for internal teams and external partners, ensuring seamless communication and execution of daily operations.
- Compile and analyze daily operational reports, providing senior stakeholders with clear updates and insights to support decision-making.

Creo360 | Colombo
Business Analyst Intern | 11/2022 - 07/2023

- Analyzed customer journey data and digital touchpoints to provide strategic recommendations that improved online performance.
- Collaborated with cross-functional teams to map out digital workflows, ensuring efficient execution of marketing initiatives.

Pulse (Derena Ltd) | Colombo
Content Strategy Analyst | 09/2022 - 05/2023

- Acted as a social-first specialist, leveraging TikTok Analytics to identify cultural trends and optimize content strategy, resulting in a 35% increase in engagement and 20% follower growth.

- Translated platform data into actionable insights, advising the team on creative best practices and "platform-first" innovations to maximize reach.
- Managed the end-to-end production of culturally relevant content, from concept to execution, ensuring alignment with brand identity.

Leadership & Financial Experience

Finance Director | University of Westminster Student Union | London, UK
- Managed the distribution and accuracy of financial reports for 12+ societies, ensuring all data was summarized and shared effectively with stakeholders.
- Maintained a meticulous level of detail in financial tracking (Excel), reconciling large datasets to ensure compliance and accuracy.
- Provided key insights to the student council to drive strategic funding decisions that directly benefitted student engagement.

Freelance & Technical Projects

Business Systems Analyst (Freelance Project) | Tennessee Chicken, Oval *Oct 2023 – Feb 2024*

- Deciphered operational trends to optimize the order fulfillment process, employing an end-to-end problem-solving approach.
- Conducted a meticulous analysis of POS data to identify inefficiencies, proposing a new workflow that improved accuracy and speed.

GradVista – Business Systems Design Project | Dissertation *Sep 2023 – June 2024*
- Designed data models and user flows using Figma, ensuring developers (peers) understood the detailed implementation requirements.
- Defined the product vision and roadmap, creating a detailed backlog of features and user stories.
- Conducted stakeholder interviews to capture insights and translate them into executable tasks.