




YASHNI JHAVERI

CONTACT

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PROFESSIONAL SKILLS

Analytical Thinking
Problem Solving
Detail-oriented
Organization
Strong Communication
Team Leadership
Time Management
Customer Service

TECHNICAL SKILLS

Power Apps
Power Automate
Power BI/Tableau
SQL
Python
Microsoft Suite

CERTIFICATIONS

Certification in Python
Programming - Compufield
Institute / **2019**

Certification in Data Science –
Great Learning / **Ongoing**

CAREER OBJECTIVE

Ambitious, career-focused job seeker, eager to obtain a data/business analyst position to help launch career while achieving company goals.

PROFESSIONAL EXPERIENCE

Acies Consulting

Business Analyst, Sep 2022-Present

Task automation applications for the leading BFSI, NBFC and SEZ clients in India.

- Leveraging Power Apps, Power Automate and Power BI to automate organizational wide processes and metrics.
- Partnering with clients and stakeholders to gather product requirements and implemented solution changes.
- Designing trainings and coursework for the in-house platform Revolutio.

The Indian Armour

Co-Founder, May 2020-Dec 2021

- Launched an innovative, creative and a one-of-its-kind "lockdown" start-up selling handmade, customizable and the most comfortable fabric face shield sets.
- Designed and manufactured 100+ design varieties of face shield-mask sets for all ages from 0 and above.

Irine Digital Factory

Digital Marketing Intern, May 2018-Dec 2018

- Assisted marketing coordinators with website copywriting and proofing on WordPress.
- Maintained continuous check on SEMrush metrics, optimizing and enhancing content based on current trend data.
- Built, implemented and updated effective SEO strategies.
- Collaborated with digital marketing team to investigate critical SEO-related issues and provided impactful solutions.
- Researched and analyzed competitor website and advertising links to gain insight into new strategies.
- Performed ongoing keyword discovery, expansion and optimization to increase organic search footprint and drive relevant site traffic.

Forbes India

Marketing Intern, Dec 2016-Feb 2017

- Contributed to proposals, digital campaigns and social media content.
- Maintained complete database of all files, contacts and project materials.
- Analyzed SEO outreach goals and presented findings to marketing director.
- Generated reports detailing campaign performance, customer engagement and engagement trends.
- Helped with planning and hosting of marketing events.
- Proofread all marketing collateral ahead of printing to eliminate errors.
- Used Adobe Creative Suite to design initial campaign concepts.
- Designed and presented social media campaign ideas.
- Worked with assigned team on projects to meet deliverables.

CNBC TV-18

Marketing Intern, Apr 2016 – May 2016

- Provided administrative support to senior staff, including creating concept notes and organizing documentation.
- Collaborated with team members to help expand marketing channels.
- Helped with planning and executing of marketing campaigns.
- Coordinated with team members and designed dynamic posters and digital media for sales and advertising.
- Assisted marketing coordinators and graphic designers with website copywriting and proofing.

EDUCATION

H.R. College of Commerce and Economics, Mumbai, IN

Bachelor of Management Studies (Specialized in Marketing Management), Apr 2017

NIIT, Mumbai, IN

GNIIT in E-commerce and Business Management, 2014-2017

Raffles Design International, Mumbai, IN

Diploma in Product Design, 2018-2019

Gopi Birla Memorial School, Mumbai, IN

C.B.S.E, Score 94.4%, Mar 2012

Extracurricular Activities: Shiamak's Advanced Training Program