PROFESSIONAL SKILLS

PROFESSIONAL EXPERIENCE

TECHNICAL SKILLS

CERTIFICATIONS

9-a, Malabar Hill,

Mumbai, MH, 400 006

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YASHNI JHAVERI

CONTACT

CAREER OBJECTIVE

Power Apps

Power Automate

Power BI/Tableau

SQL

Python

Microsoft Suite

Certification in Python Programming - Compufield Institute / 2019

Certification in Data Science – Great Learning / Ongoing

Analytical Thinking

Problem Solving

Detail-oriented

Organization

Strong Communication

Team Leadership

Time Management

Customer Service

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.

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

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