



Amit Jaiswal

MARKETING DATA ANALYST

ABOUT

Ex-Seafarer and MBA graduate from Nyenrode Business University, The Netherlands. Work experience of 20+ years in multiple sectors viz FMCG, Banking, Logistic & Shipping industry. Experienced team player/leader in multi-cultural environment. Strong business acumen of data analytics, supply chain logistics and maritime operations.

CONTACT

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D Block, Divya Vihar, Rajeev Nagar, Dehradun, Uttarakhand, India

WORK EXPERIENCE

● Founder

Oct 2021 - Present

Pluck a Fish

A start-up in Bio-floc based fish farming, providing live/fresh fish for urban population

- Looking into production & sales of a high-density fish farm setup

● Supply Chain & Marketing Analyst

Feb '16 – April '18

Shubhkart || Pittie Group

Pittie Group was a marketing channel partner for Patanjali Ayurved Limited.

- Patanjali was having 5 SKUs for home worship FMCG products under the Madhuram brand generating ₹ 2 cr annual sales.
- Identified reasons for market failure and studied the sector's demand.
- Collaborated between various teams to relaunch the products under a new brand name of 'Aastha' with over 150+ SKUs.
- Increased annual turnover from ₹ 2 cr to about ₹ 100 cr.

More information in these links.

[Patanjali Madhuram Brand](#), [Shubhkart's role in Aastha](#) & [Sales Result of Aastha](#)

● Research Associate

Mar '15 – Sep '15

Nyenrode Business University, The Netherlands

Apart from education, Nyenrode Business University did consultancy projects for various sectors

- Assisted professors and consultants in their consultancy research projects.

● MBA Consultancy assignment

Oct '14 – Feb '15

ING Bank N.V., Amsterdam, The Netherlands

ING is a Dutch multinational banking and financial services corporation headquartered in Amsterdam.

- Simplified the decision-making process in analyzing sustainability-themed projects by developing a VBA-enabled dashboard framework.



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MARKETING DATA
ANALYST

SKILLS

Marketing Strategy
Supply Chain Logistics
Data Analytics & Business Intelligence
Advanced Excel including Pivot tables
Word & PowerPoint
SQL, R & Python
Tableau & Power BI
Strong analytical & problem-solving skills
A go-getter attitude

MISCELLANEOUS

DoB: 06th Jan '78
Passport: Indian
Married; one child
Availability: Immediate
Languages: fluent in English and Hindi.

EXPLORE MY WORK



WORK EXPERIENCE - CONTD.

● Marine Operations Manager

Nov '10 – April '13

Transocean Shipping Ventures, Mumbai, India
Ship Management Company

- Coordinating day-to-day operations of the fleet of 14 ships
- Liaising between owners, charterers, agents and terminal operator

● Founder

June '07 – July '10

Blue Heaven Mountain Resort, Chakrata, India
Just a simple nature resort

- Developed a holiday resort by identifying unique business opportunities and coordinating with shareholders, rural committees and regulators.

● Nautical Officer

Oct '00 – April '09

Chevron & Wilhelmsen Ship Management
Ship Management Company

- Responsible for safe and lean transportation of intercontinental and costal cargo.

EDUCATION

● International MBA

Oct '13 – Sep '14

Nyenrode Business University, The Netherlands

● Bachelors in Nautical Science

Aug '97 – May '00

T. S. Chanakya, Mumbai, India

CERTIFICATIONS

- Certified as Class II nautical officer under STCW '95 convention.
- [Udemy - Basics and Advance SQL](#)
- [Coursera - Google Data Analytics Certificate](#)