



# JYOTSNA SHARMA

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## ABOUT ME

Master's graduate with expertise in data analysis, process optimization, and strategic problem-solving, supported by in-depth research through a comprehensive thesis project. Proficient in leveraging analytical tools and methodologies to enhance operational efficiency, streamline processes, and support strategic decision-making. Skills include project management, stakeholder communication, and data-driven decision-making, applicable across management consulting, strategy consulting, marketing consulting, financial consulting, operations consulting, and logistics and supply chain management. Passionate about delivering measurable results in dynamic, fast-paced environments.

## EDUCATION AND TRAINING

29/09/2022 – 30/06/2024 Riga, Latvia

**MASTERS IN LOGISTICS AND SUPPLY CHAIN MANAGEMENT** Riga Technical University

**Address** Kļipsalas iela 6A, Centra rajons, Rīga, LV-1048, 1048, Riga, Latvia

25/08/2019 – 30/06/2022 Delhi, India

**BACHELOR'S OF COMMERCE (HONS)** University of Delhi

**Address** Benito Juarez Marg, South Campus, South Moti Bagh, New Delhi, Delhi 110021, India, 110021, Delhi, India

## WORK EXPERIENCE

28/02/2023 – 15/12/2024 Riga, Latvia

**TRAVEL CONSULTANT** DYNINNO GROUPS

- Engaging with New Traveling Customers:** Cooperating with incoming clients to determine their needs and consulting them on an appropriate destination, methods of transportation, travel dates, costs, and accommodations.
- Providing exceptional customer service:** Making sure clients are thrilled with our services from start to finish.
- Facilitating the Tailored Travel Deal:** Supporting the process for clients with timely professional insight and expertise.
- Developing travel and customer service skills:** Improving the professional level by attending various training events and workshops.

**Website** <https://dyninno.com/en/>

## LANGUAGE SKILLS

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>ENGLISH</b>	C2	C2	C2	C2	C2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

## DIGITAL SKILLS

Power BI, Tableau | Microsoft Office | Vensim ( Analysis and simulation tool for improving performance in a complex system) | draw.io Diagrams | Quality Control & Quality Control | SQL and MS-SQL | Transportation Management Systems | Intelligent Transportation Systems | Global SAP system

## ● **HONOURS AND AWARDS**

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06/08/2021

**State Championship Award – Athletics Federation of INDIA**

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**Delegate at UWW Asian Games – Athletics Federation**

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## ● **PROJECTS**

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07/01/2024 – 30/05/2024

**Master Thesis - Effectiveness of use of augmented reality solutions in marketing activities**

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**Aim** - This study examines the use of augmented reality (AR) in marketing by Indian companies, focusing on its impact on profitability and customer engagement. It compares AR marketing with traditional methods in terms of business efficiency and emphasizes key factors validating AR's effectiveness.

**Results** - A three-layer model, integrating SWOT and IASAM assessments, was used to analyze AR's potential for Myntra. These methods helped identify AR's advantages, limitations, and sustainability, showing significant improvements in business efficiency and adaptability to future trends.

**Link** [https://drive.google.com/file/d/1P1b9r\\_w39ACYjq8leQ59DRSDOShmT2FH/view?usp=sharing](https://drive.google.com/file/d/1P1b9r_w39ACYjq8leQ59DRSDOShmT2FH/view?usp=sharing)