Trisha Fernandes

Business Analytics Internship

Results-driven professional with 7 years' experience (5 in digital marketing, 2 in sales). Skilled in solving complex problems, executing project plans, and using data for decision-making. Strong communicator with global team experience (USA, Germany, Austria).

WORK EXPERIENCE

Publicis Global Delivery (PGD) – Lower Parel, Mumbai
Advertising agency within Publicis Groupe with 2000+ employees

Business Manager   Oct 2024 to May 2025

- Planning, forecasting, setting up, and managing digital marketing campaigns across channels (e.g., search, display, YouTube) to meet client objectives and maximize ROI.
- Scaled brand's online sales revenue by 50% for 2024 with initiatives, optimizations and high-quality work delivery. Addition of account & FTE was sanctioned based on trust developed & my ability to adapt.
- Secured a higher annual budget of 7% for a brand in 2025 by presenting a comprehensive forecast.
- Collaboration with team members from India, Germany & Austria enabled us to strategize & execute restructuring across 2 huge accounts. This helped increase account efficiency by making the account structure 40% more compact.

Associate Manager   Jul 2023 to Sep 2024

- Generated dashboards, performance reports, insights, and presentations to update clients on campaign progress. Also identified trends and opportunities for future improvement.
- Using my problem-solving skills, I transitioned from manual to automated budget tracking on Looker Studio & reduced time on pacing by 55%. Achieved it by consolidating 100+ campaigns into 1 sheet (budget portfolios even ranged to +€1M per quarter)

Biddable Media Analyst   Jan 2022 to Jun 2023

- Conducted keyword research, audience targeting evaluation, and competitive analysis to refine and optimize performance.
- Fostered positive team culture by encouraging people to contribute to a birthday celebration fund. Also took the initiative of creating a database of work anniversaries & birthdays of 170+ team members, on realizing many people weren't being wished.

ReachLocal – Goregaon, Mumbai
Its mission is to help small and medium-sized businesses get digital visibility

SEM Analyst   Feb 2020 to Jan 2022

- Analysed, optimised & quickly troubleshooted issues within Google & Bing SEM accounts. Provided detailed documentation of changes made or mentioned if issues were escalated.
- My thorough follow-up and attention to detail once helped highlight a grammatical error by the editorial team in an HNI client's ad copy, leading to a new approval process.
- Effective & timely communication of website issues with the Client Success Managers from the USA helped strengthen relations with the partner agency and increased client satisfaction.

CONTACT

- Andheri (E), Mumbai, India
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SKILLS

Requirement Gathering
Business Analysis   Networking
Client Support   Research
Reports   Insights & Summary
Analytical Thinking   Presentation
Communication   Problem Solving
Interpersonal   Organizational
Time Management   Team Player

TOOLS & SOFTWARE

Excel   Google Sheets   SQL   R
Power Query   Tableau   Power BI
JIRA   Asana   Google/Bing Ads

PROJECT

https://github.com/trisha-fernandes

EDUCATION

Bachelor of Management Studies (Marketing)
Tolani College of Commerce
Mumbai, Maharashtra
2015 – 2018

OTHER

- Business Analysis Fundamentals – ECBA, CCBA, CBAP endorsed | *Udemy*
- Google Data Analytics Professional Certificate
- Digital Marketing – Google Ads, GA4, Meta | *Udemy*

AWARDS

Extra Mile Award
Issued by PGD · May 2024

Rookie Excellence Award
Issued by ReachLocal · Dec 2020