

Trisha Fernandes

Data Analyst

7+ years of work experience which includes 2 in sales and 5+ in marketing. I have always been a data-driven analyst with a keen eye for insights and patterns, possessing lateral and creative thinking capabilities. I'm well versed with cleaning, sorting, filtering & pivoting data in excel, & using SQL queries in BigQuery. Can install and use the tidyverse and other packages in R, while also creating data visualizations in RStudio and Tableau. Can maintain change log and create reports in R Markdown, while also making presentations from data analysis results. I'm self-motivated with a servant leadership mindset.

WORK EXPERIENCE

Publicis Global Deliver (PGD) – Lower Parel, Mumbai

Advertising agency within Publicis Groupe with 2000+ employees

Business Manager

Oct 2024 to May 2025

- 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 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 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 resolved 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 grammatic 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 USA helped strengthen relations with partner agency and increased client satisfaction.

CONTACT

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SKILLS

- Requirement Gathering
- Data Cleaning
- Analytical Thinking
- Data Visualization
- Creating Reports & Dashboards

Tools and Software:

- Excel & Spreadsheets
- SQL
- R
- Tableau & Power BI

Languages:

- English (Native)
- Hindi (Conversational)

PROJECT

<https://github.com/trisha-fernandes/Data-Analysis-Portfolio>

EDUCATION

Tolani College of Commerce

Bachelor of Management

Studies (Marketing)

Mumbai, Maharashtra

2015 – 2018

OTHER

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

AWARDS

Extra Mile Award

Issued by PGD · May 2024

Rookie Excellence Award

Issued by ReachLocal · Dec 2020