Trisha Fernandes

Data Analyst | Reporting Analyst | Operations Analyst | Market Research Analyst
Marketing/ Digital Analyst | Project Coordinator | Executive Assistant

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Executive Synopsis

Analytical professional with 7+ years of experience across sales and digital marketing, specializing in data-driven performance optimization. Adept at interpreting large datasets to identify trends, uncover growth opportunities, and guide strategic decisions. Experienced in leveraging Excel, marketing analytics tools, and visualization techniques to produce actionable insights and reports for leadership teams. Now seeking to transition into a data analysis role where I can apply my strong analytical, commercial, and communication skills to drive business performance and strategic impact.

Technical Skills

- **Data Cleaning**: MS Office, Google Suite Advanced Excel, Power Query, SQL, Big Query, R
- Databases, research, KPIs, process flow, optimization
- **Strong Communication**: Presentations, drafting detailed minutes and notes, documentation
- **Data visualization**: Power BI, Tableau, Looker Studio
- **Data Analysis**: Conducting trend analysis, preparing reports, insights, summary & recommendations
- **Task management/CRM/Marketing tools**: Jira, Trello, Asana, Salesforce, HubSpot, Google Ads, Meta Ads, GA4

Soft Skills

- Attention to detail and Time management
- Adaptability, Proactive attitude
- Problem-solving
- Interpersonal, organizational and planning skills
- Multitasking
- Team player
- Professionalism and empathy
- Strategic, analytical and creative thinking
- Project coordination
- Integrity and confidentiality

Key Achievements

📊 **40% Revenue Increase –** Spearheading SEM for a home appliance brand | As Business Manager at PGD

🐾 **Team & Portfolio Expansion –** New account and FTE onboarded | As Business Manager at PGD

🖋 **20% ROAS Improvement** – By restructuring & optimizing a B2C account | As Associate Manager at PGD

🤝 **25% Increase in Business** via Partner Agency | As SEM Analyst at ReachLocal

Work Experience

Business Manager – Oct 2024 to May 2025
Publicis Global Delivery (PGD) – Mumbai, India

Industry: B2C (Home & Kitchen Appliance), OTT, E-Commerce (Apparel, FMCG Retail)

- Acted as SPOC for 5 global brands, managing stakeholders, reporting, and delivery across markets.
- Gathered requirements from client on goals and objectives and recommended tailored solutions.
- Led campaign planning and execution across Google and Meta aimed at scaling acquisitions and revenue.
- Used Big Query to integrate data from multiple sources and created performance dashboards in Looker Studio and Power BI. Presented data to clients and highlighted key take aways and way forward.
- Onboarded and coached new hires, conducting A/B testing, intensive market and keyword research.
- Implemented structured workflows to align client requirements, deadlines, and cross-team schedules, improving project efficiency. Strengthened client relationships, contributing to new account wins.

Associate Manager – Jul 2023 to Sep 2024
Publicis Global Delivery (PGD) – Mumbai, India

Industry: B2C (Home & Kitchen Appliance), OTT, Electricity, E-Commerce (Apparel, FMCG Retail)

- Analysed large datasets in Google analytics (GA4), BigQuery using SQL, and in Power Query & Excel
- Managed €1M+ quarterly budgets, introducing automation that cut pacing time by 50%.
- Coordinated multi-country teams (Germany & Austria) to restructure and optimize accounts.
- Managed and optimized multi-channel campaigns across Google, Meta, YouTube, Apple App Store, etc.

<u>Biddable Media Analyst – Jan 2022 to Jun 2023</u>

Publicis Global Delivery (PGD) – Mumbai, India

Industry: OTT, Supermarket/ E-commerce (FMCG Retail), B2B Medical

- Collaborated with creative, strategy, and media teams to align campaigns with brand objectives.
- Oversaw product feed accuracy in Google & Meta, ensuring compliance and seamless campaign delivery.
- Created automated performance dashboard (ROAS, CPA, CTR, CPL, MER, etc.) with recommendations.

<u>SEM Analyst – Feb 2020 to Jan 2022</u>

ReachLocal – Mumbai, India

Industry: Automobile, Oil & Gas, Pest Control, Residential Cleaning, Real Estate

- Handled Google & Bing accounts, documenting changes, resolving issues and reporting critical changes.
- Drafted ad copies, headlines, descriptions and other contents for the USA clients.
- Improved quality control by flagging errors, leading to a new ad copy review process.

Previous Experience

- **Business Development Associate – Feb 2019 to Dec 2019**
  Executive Management Consultant – Mumbai, India
- **Inside Sales Executive – Oct 2017 to Sep 2018 – Mumbai, India**
  Hashtasy Digital – Mumbai, India

Certification

- **Google Data Analytics** Specialization – Google, July 2025
- **Business Analysis Fundamentals | IIBA (ECBA, CCBA, CPAB) endorsed** – Udemy, April 2024
- **Advanced Excel** – Udemy, 2021
- **Meta Certified Media Buying** Professional – Meta, Sep 2025
- **Google Ads Search, Display, Shopping, Analytics** Certification – Google, 2025

Project

- **GitHub - trisha-fernandes/Data-Analysis-Portfolio**

Education

- **Online MBA** (Currently Pursuing) | July 2025 – May 2027 | Manipal Academy of Higher Education
- **Bachelor of Management Studies** | Grade A | 2015 – 2018 | Mumbai, India | Tolani College of Commerce

Awards

- Extra Mile Award | Issued by Publicis | May 2024
- Rookie Excellence Award | Issued by ReachLocal | Dec 2020

Languages

- **English** (Native)
- **Hindi** (Intermediate)
- **German** – (Beginner)

Interests

- Online learning (Python, GenAI, Learning German, etc.)
- Vice President | Voluntary Org. | May 2022 – April 2025
  – Jointly led team of 24 members while successfully planned and executed 15 events in 3 years.
  – Weekly visitation of the sick, homebound, & residents of care institutions like hospitals, orphanages, etc.
- Listening to Audio Books, Travelling, Swimming, Badminton and Painting.

Visa status: Visit Visa, valid till 20th November 2025 | Nationality: Indian