

# Trisha Fernandes

## Business Analyst

7+ years of work experience which includes 2 in sales and 5+ in marketing. I'm passionate about improving efficiency of business operations. I seamlessly analyse data with a keen eye for insights & patterns while possessing lateral and creative thinking capabilities. Can create visualizations in excel, RStudio, Tableau & Power BI with data storytelling skills that align solutions to the business problem. Well versed with cleaning, sorting, filtering & pivoting data in excel, R & using SQL in BigQuery. I'm self-motivated with a servant leadership mindset.

## WORK EXPERIENCE

### Publicis Global Delivery (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 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 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

- Andheri (E), Mumbai, India
- +91 8652032107
- trishafernandes007@gmail.com

## SKILLS

- Research
- Data Analysis
- Reports
- Dashboards
- Presentation
- Data Visualization
- Data Cleaning
- Analytical Thinking
- Team Player
- Communication
- Problem Solving
- Time Management
- Storytelling
- Interpersonal
- Organizational

## TOOLS & SOFTWARE

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

## PROJECT

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

## 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, Google Analytics, Meta | *Udemy*

## AWARDS

### Extra Mile Award

Issued by PGD · May 2024

### Rookie Excellence Award

Issued by ReachLocal · Dec 2020