

# Vaishnavi Narella

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## Marketing & Project Management Professional

Strategic and execution-driven marketing and project management professional with hands-on experience across e-commerce operations, digital marketing, client consulting, and organizational process design in both startup and institutional environments. Skilled in campaign execution, marketplace optimization, workflow analysis, and cross-functional coordination, with demonstrated impact in improving conversion performance, increasing digital visibility, and delivering client-aligned solutions under tight constraints. Experienced in translating strategic objectives into structured execution through data-driven decision-making, operational clarity, and stakeholder alignment. Recognized for adaptability, ownership, and the ability to operate effectively across marketing, operations, and people-focused initiatives in fast-paced, global contexts.

- Project Management
  - Brand Development
  - Cross-Functional Collaboration
- E-commerce & Digital Strategy
  - Data-Driven Execution
  - Strategic Content Creation
- Social Media Campaigns
  - Client-Stakeholder Coordination
  - Workflow Optimization

### EDUCATION

Thunderbird School of Global Management

Master in Global Management (Present)

DECEMBER 2026

Smt. Kashibai Navale College of Commerce, Pune India

Bachelor's of Business Administration - International Business (3.4 GPA)

APRIL 2021

### PROJECTS

- Industrial Workflow Analysis – Mapped operations of four large-scale industries to identify efficiencies.
- Human Resources and Organizational Operations Consulting Project – Consulted for a higher education client by reviewing existing deliverables, diagnosing operational and people-process gaps, and recommending refined HR and management workflows aligned with institutional needs, compliance requirements, and scalability objectives.

### PROFESSIONAL EXPERIENCE

- Marketing & Ecommerce Intern

Sper Scientific, Scottsdale, Az

JULY 2025 - AUGUST 2025
- Planned and executed seasonal promotional campaigns and bundled offerings across online marketplaces, contributing to a 12–15 percent improvement in conversion rates through improved product positioning, pricing alignment, and promotional timing.
  - Optimized and standardized more than 150 product listings across eBay and Walmart, improving keyword relevance, category architecture, and visual consistency, and contributing to an approximate 20 percent increase in monthly impressions.
- Project Coordinator

Tradexa Technology, Pune, Maharashtra

JUNE 2022 - DECEMBER 2024
- Reallocated tasks and optimized workflows during a critical project phase, maintaining a 100% on-time completion rate despite a 30% reduction in team capacity. Retained a key client by proposing a strategic alternative to Paytm integration, resulting in a \$50,000 contract renewal.
  - Managed and executed marketing campaigns using Meta Business Suite across Instagram, Facebook, and WhatsApp, driving client engagement and supporting successful project outcomes.
- Human Resource Intern

Tradexa Technology, Pune, Maharashtra

DECEMBER 2021 - JUNE 2022
- Resolved internal team disputes and improved collaboration through targeted employee engagement activities, increasing team productivity by 25%.
  - Organized a strategic hiring drive across three engineering colleges, successfully onboarding three skilled interns, enhancing project capacity by 20%.

### TECHNICAL SKILLS AND CERTIFICATIONS

- Managed campaigns via Meta Suite (Instagram, Facebook, WhatsApp)
- Proficient in Google Workspace (Sheets, Docs, Slides)
- Used Microsoft Outlook, Monday.com & Workday for HR recruitment and Slack for team communication
- Skilled in Microsoft Office (Word, PowerPoint, Excel)

### ADDITIONAL INFORMATION

- English (Fluent), Hindi (Fluent), Marathi (Fluent) & Telugu (proficient in understanding)
- Volunteering & Community Service Initiatives. Sports played: Karate & Basketball