

#Experience

Lessons From the Real World

\$\$ Moodale

Founder & CEO (Chief of Everything)

June 2020 – January 2025

Front Side

Founded and scaled a digital marketing and strategy agency.

Key Outcomes:

- 500+ Campaigns
- 40% Ops Efficiency Gain
- 95% Client Satisfaction

Back Side

Key Achievements:

Managed a 20+ cross-functional team, delivered 500+ client campaigns, and helped businesses solve operational challenges through data-backed strategy and custom tools — from profit-sharing apps to lead systems and footfall growth solutions.

Skills Applied:

Google Apps Script | Google Sheets | CRM Development | Team Management | Business Strategy

\$\$Navdrishti Group

Just change technologies used to skills applied

\$\$House of SJ

Business Operations & Product Lead

June 2025 – Present

Front Side

One of the founding members of a clothing brand startup in India, leading product development and business operations from the ground up.

Key Outcomes:

- Product Development
- Business Growth
- Operational Strategy

Back Side**Key Achievements:**

Managed end-to-end operations — from website development to influencer partnerships and supply coordination. Oversaw team setup, handled collaborations and negotiations, and helped shape customer acquisition and retention strategies.

Skills Applied:

WordPress | Google Sheets | Operations Management | Digital Strategy | Product Management