

# #Experience

## *Lessons From the Real World*

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### **\$\$ 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

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### **\$\$Navdrishti Group**

Just change technologies used to skills applied

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### **\$\$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