

## YASHI KHERA

+91 79854 84493 | [yashi05khera@gmail.com](mailto:yashi05khera@gmail.com)  
[www.linkedin.com/in/yashikhera](https://www.linkedin.com/in/yashikhera) | <https://github.com/yashikhera>

### EDUCATION

#### CHRIST (DEEMED TO BE UNIVERSITY) – PUNE LAVASA CAMPUS

2021-2024

**Bachelor of Business Administration (Business Analytics)** – Agg. CGPA till 5<sup>th</sup> Semester: 9.6

- Student Extra-Curricular Scholarship (Sports) Recipient
- Student Council Member (2021-2022) represented 2000+ students
- Core Committee Member of CHRIST University School of Business & Management Association (CUSBMA) organized and assisted 10+ college fests
- Core Committee Member of UN Sustainability Development Goals (SDG) University Student Chapter
- Core Committee Member of Google Developer Student Club (GDSC)

#### MAHARSHI PATANJALI VIDYA MANDIR

2021

**Commerce with Legal Studies** – 89.8%

- National-level High Jump Athlete
- Competed in 7+ State-level Basketball Tournaments
- Captain of School's Basketball Team for two consecutive years
- Recipient of the Excellence in Athletics Award

### INTERNSHIPS

#### FIREANTS SOURCING TECHNOLOGIES PVT. LTD. (Bangalore)

July 2023 - Jan 2024

Marketing and Operations Analytics Intern

- Increased LinkedIn unique visitors by 30% and followers by 25% through strategic content curation, social media management, and targeted advertising campaigns
- Conducted competitor research and market trend analysis to inform marketing strategies
- Managed multiple large datasets on supplier data, product database, and competitor studies using Excel, Apollo and Notion
- Developed dashboards by implementing data visualization tools to track, measure and gain insights of performance in various contexts
- Designed marketing materials for various national and international residential and commercial furniture fairs, demonstrating understanding of different market segments
- Conducted Deep-dive study for imported furniture value for Middle East, Asia, America and Europe

#### ECERA SYSTEM LLC (Remote)

Aug, 2022 – Feb, 2023

Human Resources Intern

- Led recruitment efforts via LinkedIn resulting in a 40% increase in candidate engagement
- Facilitated onboarding for 10+ new hires, delivering comprehensive training to accelerate integration
- Conducted HR best practice research to enhance departmental efficiency
- Engaged 100+ international candidates, qualifying leads for H1B Visa applications while ensuring compliance with immigration regulations
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### ACADEMIC PROJECTS

- Health & Wealth - Middle Class Healthcare Efficiency, Research Gate 2023 DOI:10.13140/RG.2.2.28162.66249
- Industry Review Project on the performance of Automobile Industry with a deep dive study on Hero MotoCorp Pvt Ltd

### CERTIFICATIONS

1. Spreadsheet Application for Analytics - EduEdge Pro
2. Global Capital Markets and Investment Banking - EduEdge Pro
3. Product Management and Analytics – Leap N Scale
4. Applied Python for Analytics
5. Advance Digital Marketing – IIM Ahmedabad x AcmeGrade
6. Data Visualization with Tableau Specialization Series - University of California, Davis (Coursera)
7. Creating Charts and Dashboard using Google Sheets (Coursera)
8. Google Data Analytics Series (Coursera)
9. Business Analytics with Excel: Elementary to Advance – Johns Hopkins University (Coursera)

### SKILLS & INTERESTS

**Technical Skills:** Tableau, PowerBI, MS Office (Powerpoint, Word, Excel etc), SPSS, SQL (MySQL & Bigquery) and Python

**Soft Skills:** Analytical, Problem-solving, Interpersonal, Creative, Multi-tasking, Self-motivated, Flexible & Communication

**Interests:** Basketball, Athletics, Sudoku, Dancing, Reading & Volunteering for Community Services

**Languages:** English and Hindi