

CONTACT

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SKILLS

- ♦ *Global business principles, including international trade, finance, and cultural dynamics*
- ♦ *Human resources management, including recruitment, employee relations, performance management, and training and development*
- ♦ *Marketing strategies, including market research, brand management, digital marketing, and campaign management*
- ♦ *Digital marketing concepts, including SEO, SEM, social media marketing, email marketing, brand management and content marketing*
- ♦ *Advertising strategies and tactics, including creating and executing campaigns, analysing performance, and optimising strategies for maximum impact*
- ♦ *Entrepreneurship experience, involving product sourcing, inventory management, sales and marketing, customer service, and business development*
- ♦ *Excellent verbal & written communication skills*
- ♦ *Strategic thinking to identify opportunities and develop plans to achieve business objectives*
- ♦ *Leadership skills to lead and motivate teams, foster collaboration, and achieve goals*
- ♦ *Strong analytical and problem-solving skills to identify and implement effective resolutions.*

JHANVI THAKRAR

Marketing

I am a motivated and results-oriented professional with a background in international business, human resources management, and marketing

♦ RELEVANT EXPERIENCE

- ♦ Akmosys B2B Private Limited (Sales and Marketing Management) Marketing Associate (1 Year) Successfully managed Google Ads campaigns resulting in a 40% increase in website traffic and a 20% increase in conversions. Led the development and implementation of a successful advertising campaign that resulted in a 30% increase in sales. Coordinated with the digital marketing team to create and execute targeted email campaigns resulting in a 10% increase in lead generation. Conducted market research and analysis to identify key trends and opportunities in the industry, resulting in the development of a new marketing strategy that increased brand awareness by 40%.

Entrepreneurship Experience

Amazon Seller | Aug 2020 - present

- ♦ I'm running my own business on Amazon, involving product sourcing, inventory management, sales and marketing, customer service and business development. Develop and execute marketing campaigns through social media, email marketing, and Amazon Advertising. Analyze sales data and adjust marketing and pricing strategies to maximize profits.

Internship

Monocast Refactories | April 2022 - June 2022

- ♦ Conduct market research to identify consumer needs, preferences, trends and competition.
- ♦ Analyze data from marketing campaigns and provide insights to the team to improve future campaigns.

EDUCATION BACKGROUND

- ♦ Master of Business Administration (MBA) GLS University, Ahm | 2021 - 2023
Specialization : Human Resources Management & Marketing
- ♦ Bachelor of Business Administration (BBA) GLS University, Ahm | 2019 - 2021
Specialization : International Business