

Nishant Bagri

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Education

- Masters of Business Administration – MBA | Specialization in Finance & Marketing | Delhi School of Management, Delhi Technological University | 2022 – 2024.
- Bachelor of Business Administration – BBA | Specialization in Finance | University School of Management and Entrepreneurship, Delhi Technological University | 2019 – 2022.

Skills

- ERP Software - Odoo
- Hubspot & Salesforce
- Google Analytics & Firebase
- Microsoft Excel
- PowerPoint Presentation
- Financial Analysis || FP&A
- Power Bi
- Growth Strategist and Management
- Eloqua || Marketing automation

Professional Experiences

MyMandi | Brand Executive | March 2024 to Present

- Orchestrate cataloguing of 150+ SKUs of D2C brands using Odoo, maintaining precise product data on the e-commerce platform.
- Thrived in a dynamic startup environment, Converted and Onboarded 18+ D2C brands.
- Developed customized brand engagement strategies, resulting in a 25% increase in client retention and satisfaction.
- Spearheaded development and execution of innovative marketing strategies, fuelling organisational growth & brand recognition.
- Spearheaded omnichannel marketing strategies, boosting brand visibility by 30% through integrated marketing campaigns.

Internship & Projects

Ridge Creative Studio | Digital Marketing Intern | 2 Months (June 2023 to Aug 2023)

- Spearheaded digital marketing initiatives, leveraging machine learning tools to enhance efficiency by 10%-20%.
- Harnessed data analytics to optimise performance by 20%, achieving campaign objectives.
- Developed data-driven email marketing strategies to optimize engagement and brand awareness, Increasing engagement by 5%.
- Drove a 12% revenue uplift through streamlined email strategies.

Loconav | Business Trainee | 2 Months (Dec 2022 to Feb 2023)

- Researched fleet services in 10 countries, analysing competition, cost-saving opportunities, and expansion prospects.
- Recommended 2 target countries for expansion after strategic analysis.
- Slashed potential operational costs by 20% through loophole identification.

Centrum India | Banker Analyst Intern | 3 Months (May 2022 to Aug 2022)

- Empowered three BBB+ rated distressed companies, unlocking debt restructuring opportunities exceeding 50cr."
- Conducted rigorous financial statement analysis and credit evaluations across 3 client cases, driving informed decision-making.
- Performed thorough EIC (Economic, Industry, Company) and feasibility analyses, ensuring stakeholders execute decisively.
- Assisted in client meetings and creditor negotiations, forging partnerships with 5 leading banks.
- Successfully orchestrated 40Cr debt syndication for a local school expansion via our collaborative efforts.

Certifications

- Attained certification for Business Analyst course by Udemy in 1 week.
- Upskilled the knowledge of Financial Modelling and Forecasting financial statements through the LinkedIn Learning course.
- Accomplished 1-month certification course "The Complete Investment Banking Guide" by Udemy.

Position of Responsibility

- Member - corporate relations and placement committee, Delhi School of Management, DTU.
 - Provided placement assistance to 100 + fellow batchmates and scheduled meetings and seminar sessions for the professional development of the students.
- President at national service scheme society, university school of management and entrepreneurship, Delhi technological university.
 - Administered and managed a team of 50+ students for social service activities around different regions in Delhi.

Achievements

- Secured 1st runner-up position in "startup weekend" sponsored by Google to promote entrepreneurship among youth.
- Secured 5th position at the Intra Regional Level in National Children Science Congress organised by NCSTC, Department of Science and Technology, Government of India.