

Amit Jaiswal

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VOLUNTEERING & LEADERSHIP

Admissions Committee | SIBM Bengaluru

Co-ordinator • 07/2021 - 03/2023

1. Responsible for designing and managing content for the official Social Media handles of the college.
2. Organized various marketing campaigns to increase the reach of the college.
3. Effectively managed a performance marketing budget to execute marketing campaigns.
4. Started an Official Instagram page for the Committee and grew it to more than 2k followers organically in less than 3 months.
5. Designed the Roadmap for the committee for the next 2 years.
6. Utilized Facebook and Instagram Analytics to increase the outreach by 20%.

WORK EXPERIENCE

Zomato • Gurgaon • Full-time • 11/2018 - 08/2019

Merchant Delight Associate

- Organized marketing campaigns to boost sales during off-peak hours and for premium partner restaurants.
- Oversaw operations of more than 120+ restaurant outlets, across various categories, which included KFC, Dominos, Nirulas etc ensuring smooth and efficient functioning.
- Implemented a client management process through Zendesk, resulting in a 28% reduction in TAT of BOGO offers on the platform.
- Understanding the restaurants' requirements, thereby, developing a workflow and maintaining their P&L.

LocoNav • Gurgaon • Full-time • 05/2018 - 11/2018

Business Development Associate

- Maintained NPS above 8 by coordinating with various departments.
- Managed Fastag inventory and coordinated with suppliers and bank to reduce out-of-stock instances by 12%.
- Managed stakeholders such as ITC, Reliance, Fastrack, and improved CSAT score by 15%.
- Collaborated with cross-functional teams to enhance customer experience.

Xpress Minds Edutainment Pvt Ltd • Bengaluru • Internship • 04/2022 - 05/2022

Business Development Intern

- Leveraged Instaview365- a CRM platform, to actively track and analyze data, gaining valuable insights and informing strategic decision-making.
- Utilised Power BI to create a dashboard for analyzing trends for key KPIs and gaining insights from the data collected.
- Conducted customer surveys for comprehensive analysis, aiding in understanding consumer preferences and optimizing marketing strategies.
- Successfully organized and executed 'The Mindwars Quizzing Event' for classes 4-10, resulting in substantial brand recognition and market impact.
- Demonstrated proficiency in data acquisition from primary and secondary sources, enhancing the brand experience.

Reliance Jio • Lucknow • Internship • 05/2017 - 06/2017

Operations Intern

- Collaborated with on-ground team to efficiently execute daily operations in Fiber deployment.
- Analyzed and evaluated qualitative parameters impacting network performance to drive effective decision-making

EDUCATION

MBA in Marketing

Symbiosis Institute of Business Management • Bengaluru • GPA: 7.1 • 07/2021 - 03/2023

B.Tech in Electronics and Communication

Amity School Of Engineering And Technology • Lucknow • GPA: 7.48 • 07/2014 - 07/2018

SKILLS

Customer Management, Desiging, Stakeholder Management, Training and Development

CERTIFICATIONS

Supply Chain Analytics Essentials

Coursera • 01/2022 - 12/2022

Programming for Everybody (Getting started with Python)

Coursera • 08/2022 - 09/2022