

# JATIN GAGWANI

MARKETING ASSOCIATE | DATA ANALYST

## Contact

### Phone

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### Address

Jaipur, Rajasthan, India

### Portfolio

Jatin Gagwani | Github

## Skills

- Marketing
- Data Analysis
- CRM Development
- Web Development & SEO
- Programming (Python, Apps Script)
- Shopify
- Wordpress
- Social Media Management

## Certifications

- [Data Analysis | Google](#)
- [SQL | University of Michigan](#)
- [Programming for Everyday | University of Michigan](#)
- [Microsoft Excel | University of Colorado Boulder](#)
- [Introduction to Marketing | University of Pennsylvania.](#)
- [SEO basics | UC Davis](#)

## Experience

### Juniors Brands Private Limited, Jaipur, India | March 2023 - Present

Management Associate (September 2023 - Present)

- Developed and executed result-driven marketing strategies aligned with company objectives, contributing to successful branding.
- Conceptualized and executed integrated marketing campaigns, optimizing performance through data analysis.
- Ensured consistent and compelling content across marketing channels, collaborating with cross-functional teams.

### Data Analyst & Management Intern (March 2023 -September 2023)

- Devised a rule-based system to autonomously allocate leads to city-specific Google Sheets, optimizing lead management.
- Developed and implemented a lead distribution algorithm using numerical criteria, enhancing sales team productivity through equitable lead assignment.
- Architected a data-driven master dashboard with advanced data visualization and analytics, enabling dynamic lead tracking and monitoring for informed decision-making.
- Collaborated with the marketing team to contribute technical expertise in website development and design, improving online user experiences.
- Led content creation efforts, implementing SEO strategies to boost organic web traffic and search engine rankings, enhancing online visibility and lead generation.
- Created a bulk email system using Google Apps Script in Google Sheets for automated email campaigns, personalized content delivery, and follow-ups, optimizing lead nurturing and conversions.

### Piyushi Jain Studios, Jaipur, India | June 2023 -September 2023

Marketing Intern

- Orchestrated a Shopify e-commerce platform, executing advanced on-page and off-page SEO techniques to optimize website rankings and organic traffic.
- Constructed a fully-functional Enterprise Resource Planning (ERP) system utilizing Google Apps Script within Google Sheets, automating workflows, and data management.
- Implemented an intricate indexing and querying system in Google Sheets, enabling efficient data retrieval and search capabilities.
- Deployed intricate APIs and webhooks to seamlessly integrate third-party tools and systems, enhancing Shopify's technical capabilities.
- Leveraged advanced analytics tools and algorithms to optimize social media content, maximizing engagement and reach.
- Automated personalized WhatsApp marketing campaigns using scripting and data-driven strategies for precise targeting and conversion optimization.

## Education

### Bachelor of Commerce - BCom, Business, Management and Related Support Services.

Symbiosis Skills & Professional University  
2023 - present | Pune, India

### Emmanuel Mission Sen. Sec. School, Jaipur

Commerce | I.P.  
2020-2021