

Aashay Jain

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EDUCATION

- Graduated as a **Bachelor of Engineering** from Vidyalankar Institute of Technology 2015, in **Electronics and Telecommunication Engineering** course with a final year aggregate of **69%**, affiliated to the University of Mumbai.

Detailed Semester Results:

Semester	Month & Year of Passing	Percentage
8	May 2015	72.8%
7	December 2014	71.375%
6	May 2014	61.17%
5	December 2013	61.17%
4	May 2013	62%
3	December 2012	64.5%
2	May 2012	68.75%
1	December 2011	63.5%

- Completed **HSC** in Science Information Technology from **Kishinchand Chellaram College, Churchgate(W), Mumbai -2011, 77.83%**
- Secured **127 in AIEEE** with a Maharashtra Rank Under **2500** out of more than 2,00,000 candidates.
- Completed **ICSE** from **Christ Church School, Clare Road, 2009, 86.14%**

EXPERIENCE

Reliance Jio - Networking Engineer

Deployment and maintenance of over 100 wireless networking sites in Mumbai city.

--It was a mix-bag of technical and team management role.

Magarmach - Marketing Intern

Worked on marketing and collaboration strategies to increase our credibility and competitiveness as a mobile application. Designed the content for the online blogs, emails and the layout for the sales pamphlet.

Zebra Digital Media - CPO

-- Led the BUSINESS DEVELOPMENT contributing to two of the highest paying clients generating over 4 lakh INR in sales.

-- Developed SOCIAL MEDIA STRATEGY and worked closely with the CEO to come up with innovative ways to create and grow brands.

-- Being the face of the company to an MNC and closing sale on it.

-- Ideation and research in the digital space for various clients.

Shop101 - Digital Marketing/Analyst

-- Developing and implementing new, psychological and viral B2B marketing strategies

-- Creating value by easing out the onboarding of social media sellers, home entrepreneurs, SMBs on an e-commerce platform.

-- We want to empower and drive S&M businesses to sell and engage on social media platforms like Whatsapp, FB and Instagram. Work in progress.

-- Implementing marketing and business strategies that increase product awareness and build market share.

My role here also includes the following activities -

* Customer Relationship Management

* E-mail & Social media marketing

* Carrying out social media activities/campaigns

* Video marketing

* Content Strategy

* User Behaviour Research by incorporating experimental and observational methods.

* Market Research and Competitive Analysis was also a part of the activity.



CERTIFICATIONS

Multiple Participation Certificates including **UNESCO and Science Olympiads** at school level.

Sponsorship Head of ETSA committee in Engineering College.

Multiple Participation Certificates at College Level for **Football, Volleyball, Table Tennis** and other sports.



CO-CURRICULAR ACTIVITIES

- Member and **Sponsorship Head** of ETSA committee- VIT, 2013-2014
- Contributed to **Art Of Living NGO** by conducting various social and cultural events as an active Volunteer – From 2009 - Present
- **Multiple Live Projects** in ETSA committee e.g. Conducting teaching Workshops -2013-2014
- A **Certified UrbanClap teacher**.

BUSINESS SKILL SET

<u>R&D</u>	Computer Hardware	Office Administration	Human Resource	<u>Retail</u>
JavaScript	Web 2.0 Development	Ecommerce	<u>Startup Establishment</u>	<u>Growth Hacking</u>
Marketing	Marketing Communications	SEO	<u>Startup Consulting</u>	<u>Team Mgmt.</u>
<u>Digital Marketing</u>	<u>Customer Service</u>	<u>Social Impact Assessment</u>	<u>Business Models</u>	
<u>Sponsorship Management</u>	Business Analysis	<u>Operations Management</u>	<u>Revenue Models</u>	
<u>UIX</u>	Website Building	Sales Management/Process	<u>Forecasting</u>	
<u>Strategic Consulting</u>	<u>WordPress</u>	<u>Business DevOp</u>	Finance	

PERSONAL INFORMATION

Date of Birth: 14th December' 1993

Languages Known: English, Hindi – Speak, Read and Write

Marathi, Gujarati, Marwadi – Speak

Specialties:

My key strengths include good analytical skills, market assessment skills to know where the opportunities lie, strategy development to enter new markets, good communication skills, an overall positive disposition, good inter-personal skills and an ability to prioritize work.

Hobbies/Interests:

- Understanding Business, Economics, Technological Trends, Researching about new age digital marketing
- Playing any Sport
- Mentoring/Teaching
- Ideate
- Reading and being updated with world affairs.

Skills:

- Good at solving Mathematical/Analytical Problems
- Optimistic
- Quick Learner
- Good Communication Skills

- Empathy/ Emotional Intelligence
- Philosophical Skills
- Multitasking
- Persuasive Skills
- Evangelist

Honors':

- JOB Recommendation Letters
- Multiple Certificates