

JANAM JOSHI

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EDUCATION

SVKMs NMIMS University, Mumbai, India

May 2023

Achieved Master of Business Administration in Technology Management (Marketing Major)

(GPA: 3.37/4)

Relevant Coursework: Marketing Management, Brand Management, Integrated Marketing Communications, Business Analytics, and Analytics for Strategic Marketing Decisions, and Marketing Analytics for Marketing Mix Decisions

SVKMs MPSTME, Mumbai University, India

May 2023

Secured a Bachelor of Technology in Information Technology with *Distinction*

(CGPA: 3.37/4)

PROFESSIONAL EXPERIENCE

Desi Hangover Shoes, Mumbai, India | Marketing Manager

May 2023 – Present

Desi Hangover is a craft-to-consumer footwear brand that combines artisanship with modern design & business practices to create high quality, handcrafted leather shoes

Program 1: Digital Marketing

- Implementing targeted marketing strategies aimed at fostering customer engagement and nurturing loyalty
- Achieved 12% increase in customer retention and repeat sales through personalized content and strategic email workflows
- Spearheading initiatives to amplify brand visibility and drive engagement across Pinterest, Instagram, and YouTube
- Crafting content strategies that resonated with core demographic, resulting in heightened brand awareness and organic follower engagement metrics

Program 2: B2C & Frontend Sales

- Directed and coordinated multiple nationwide exhibitions, optimizing direct-to-consumer sales to surpass set benchmarks, with sales tactics, fueling growth in both booked and realized revenues alongside fostering brand advocacy
- Overseeing B2C channel operations, prioritizing seamless customer experiences and elevating sales conversion rates
- Negotiating and finalized agreements to forge strategic B2B alliances, expanding retail presence across 6 Tier 1 cities in India through 20+ retail outlets
- Cultivating partnerships boosting brand visibility, accessibility, and market penetration, driving substantial sales growth

ProThoughts Solutions, Mumbai, India | Digital Marketing and Brand Strategy Executive

May 2022 – Sept 2022

ProThoughts is a digital ed-tech organization that provides training for professionals in the Project Management space

- Redesigned and refurbished the enterprise YouTube channel content which included rolling out a strategic subscriber plan leading to an exponential increase in subscriber count organically
- Ideated and executed a Go-To-Market (GTM) strategy for the company's #1 revenue product by drafting the mission and vision statements, determining demographics and pricing, running paid PR campaigns and quarterbacking guest blogging activities
- Created an 8-episode 5-directory podcast series in the technical project management space and thereafter managed the promotional and organic marketing activities for the campaign

Inneate, Mumbai, India | Marketing Intern

May 2021 – June 2021

Inneate is company that is built on the strength of a wide distribution network that aid healthcare institutions in organized procurement of medical supplies

- Delivered high-fidelity prototypes for an e-Procurement portal to enhance user experience KPIs for customer retention and lead generation
- Orchestrated market research with business stakeholders to understand the pain points of clients and provided UX-related recommendations to address adaptability concerns
- Utilized Agile Framework to design wireframes and create prototypes for the UX redesign effort to avoid shortcomings of a waterfall model

ACADEMIC PROJECTS

Mobile Phone Application for Smart Watch Brand: Origen

- Conducted market research to understand the evolving behavior of smart watch users and developed a prototype and designed the UI based on informed and data backed decisions
- Employed Synchronous and Asynchronous methods through in person interviews to analyze a submitted form/survey-based data; identified the requirements of clients to develop an app to overcome the concerns

Market Research Report on Grocery Goods

- Applied Market Basket analysis, a data mining approach on Grocery good dataset to examine consumer purchase information and find linkages between goods that are often bought together
- Improved product recommendations by statistical analysis, promoted cross-selling by drawing conclusions based on analysis and closely observing consumer purchase patterns as well as managed inventories and store layouts for local grocery shops

SKILLS

- **Management:** Digital Marketing, Branding, and Frontend Sales
- **Software:** Google Analytics, Microsoft Clarity

CERTIFICATIONS

- Certified in 'Digital Marketing Foundations', 'Becoming a Product Manager' from LinkedIn Learning (October 2022)
- Completed a certificate in Marketing Communications – LinkedIn Learning (September 2022)
- Attained certification in Marketing to Humans – LinkedIn Learning (August 2021)

EXTRACURRICULAR ACTIVITIES

- Coordinated with the Innovation and Entrepreneurship Cell of NMIMS, in conducting Entrepreneurship and Marketing events by helping the Marketing, Public Relations and design teams (September 2021)
- Opted for a High-Altitude Trek program in the Himalayas, by Indiahikes (July 2021)
- Led the Photography team in capturing events organized by Sattva, cultural fest of NMIMS (July 2020)
- Participated in Flipkart Prabandha'21 for a Marketing Case Study Competition (July 2020)