

# DEVESHI KACHHWAH

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## PERSONAL PROFILE

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I have developed versatile skill sets through diverse internships and intensive academic projects. I also exhibited rapid learning capabilities, effortlessly grasping new concepts, and harnessed in tandem with a solid background in leadership and teamwork to foster collaborative achievements. I have also enjoyed actively participating in diverse marketing projects and refined analytical prowess and strategic thinking. I am eager to contribute and aim to deliver substantial value within a dynamic professional environment.

## PROFESSIONAL SKILLS AND LANGUAGES

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- Strong Creative Content Skills
- Teamwork, Agility, Leadership, Quick learning, Confident Communication
- Marketing communications expertise
- Adobe Express and Canva
- Project Management
- Keyword Research
- Customer Relationship Management
- Google Analytics Integration
- SEO Optimisation
- MS Office Suite
- Qualtrics and Survey Analysis
- Fluent in English and Hindi

## WORK EXPERIENCE

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October 2024 – Present	<b>Just Group (Just Jeans)</b> <i>Sales Assistant</i> Provide exceptional customer service by assisting customers with styling advice, maintaining store presentation, achieving sales targets, and handling transactions. Effectively contribute to promoting the brand's loyalty program, ensuring a seamless shopping experience.	Sydney
March 2024 – August 2024	<b>Upworth</b> <i>Marketing Ambassador   Content Creator</i> Managed the social media accounts by writing content and boosting sales. Created unique ideas with the help of technology to increase conversion. Collaborated with senior managers to understand clients' requirements and deliver based on their needs.	Sydney
Jan 2024 – July 2024	<b>Global Medics.AI</b> <i>Marketing Intern</i> Conducted in-depth analysis using analytical tools to track and measure user engagement, to gain insights into user behavior. Collaborated with the design & development teams to implement improvements based on user feedback and identify the weak points to propose solutions to enhance the overall user experience.	Sydney

Feb 2023 – April 2023	<b>Andaz by Hyatt</b> <i>Restaurant Team Member – Part-Time</i> Handled guest inquiries and addressed issues. Collaborated seamlessly with the kitchen and bar staff. Effectively processed guest payments.	Singapore
Nov 2022 – Feb 2023	<b>The Willow Label</b> <i>Retail Sales Assistant – Part-Time</i> Boosted sales through effective product recommendations according to customer needs. Enhanced customer satisfaction through understanding and solving customer problems post-sales, increasing customer retention and loyalty.	Singapore
June 2022 – September 2022	<b>Yamaha Motors Solutions Limited India</b> <i>Digital Marketing Intern</i> Developed engaging social media content and posts for events and campaigns. Collaborated with the design team to create visually compelling graphics and videos for promotional materials. Assisted in the planning and execution of fundraising events.	India

## EDUCATION AND ACADEMIC PROJECTS

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2021 – 2025	<b>S P Jain School of Global Management</b> <i>Bachelor of Business Administration</i> <i>Major: Marketing</i> <u>Projects:</u> <ul style="list-style-type: none"> <li>• Regional Immersion Project 1: “Generation Z and Consumer Behavior”</li> <li>• Regional Immersion Project 2: “An Investigation on the Impact of Emotional Intelligence in Shaping Good Leaders”</li> <li>• Project Management: “The Parkers’ World Tour “</li> </ul>	Dubai, Singapore, Sydney
2007 – 2021	<b>Delhi Public School, Sushant Lok</b> CBSE AISSCE – 97%	Delhi NCR

## KEY ACHIEVEMENTS, AWARDS, AND RECOGNITIONS

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- Senior Diploma in Kathak Dance
- Gold Medalist in General Knowledge Olympiad, Gurgaon, India
- Gold Medalist in school for being a merit holder for 8 years in a row
- Level 1 Yoga Instructor
- High Commendation for representing the USSR in Model United Nations
- Special Mention for representing Pakistan in Model United Nations
- Member of the Interact Club in School
- Member of the Dance Club in School

## REFERENCES

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Available on Request.