

# DEVESHI KACHHWAH

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## PERSONAL PROFILE

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A results driven and creative marketing professional with 2+ years of experience across digital marketing, customer engagement, and brand storytelling. Skilled in managing social media, executing influencer campaigns, and supporting startups in Sydney and Gurgaon to scale through strategic marketing initiatives. Proficient in tools like Google Analytics, SEO, CRM platforms, and email marketing, with a strong foundation in market research, user behavior analysis, and content development. A fast learner with a growth mindset, I thrive in cross functional teams and dynamic environments. Passionate about using marketing to connect brands with people and continuously evolving through new challenges and learning opportunities.

## PROFESSIONAL SKILLS AND LANGUAGES

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- Performance Marketing
- Digital Marketing (SEO, SEM)
- learning, Confident Communication
- Keyword Research
- Adobe Suite
- Content Strategy & Brand Positioning
- CRM
- Google Analytics Integration
- MS Office Suite
- B2B & B2C Market Penetration
- 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>Customer Service Associate</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	Sydney

points to propose solutions to enhance the overall user experience.

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 (Marketing Major)</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>• Advanced Learning Project: Client – EMSEE, Australia: Conducted Market Research and developed marketing strategies</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 Commendations for representing the USSR and Pakistan in Model United Nations

## REFERENCES

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Available on Request.