



Urvil Shah

Business analyst

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Languages

- Marathi
- English
- Gujarati
- Hindi

About

BRANDS WORKED WITH

- The SocialGram
- The Souled Store
- Wyld

Experience



● Business Analyst

Wyld | Jan 2021 - Dec 2021

- Managed the website chatbot by solving all the customer queries and interacted with clients over the phone
- As a sales representative, onboarded 6 brands on the platform within a week by pitching and getting feedback
- Helped build a Wordpress-powered e-com website, managed brand onboarding and all communications with them
- As a startup, did everything from HR to Operations to Sales to Customer Executive to Business Development to Tech

● Data & Influencer Lead

The SocialGram | Jun 2020 - Jan 2021

- Built, maintained, and compiled a confidential database of more than 15000 influencers using advanced Excel; hired and led a team of 5 interns to develop the database which got a combined reach of over 64Mn
- Oversaw drafting and preparation of all brand proposals and handled all client communications
- Onboarded 10K influencers at Zero Cost by leveraging email marketing; Email Open rate: 75%, conversion rate: 45%



● Business Development

The Souled Store | Jun 2019 - Jul 2019

- Elevated operational efficiency by meticulously managing monthly sales reports with Excel proficiency.
- Played a pivotal role in retail event management, showcasing versatility in handling official merchandise; Skillfully assisted with inventory control, stall setup, and client interaction, guaranteeing a smooth shopping experience.
- Managed and authorized college sponsorships, oversaw the execution of customized orders, resolved customer issues, and improved the business development with retail expertise combined with admin skills.

Education & Training

2024

● Bayes Business School (formerly Cass) City, University of London

Master of Science in Business Analytics,

2023

● D. J. Sanghvi College Of Engineering, University of Mumbai

Bachelor of Technology,