



# Josh Jayesh Vora

Sales Specialist

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## Languages

English (Native)

Hindi (Native)

Gujarati (Fluent)

Kannada (Basic)

## About

With a background in co-founding and expanding Shot Circuit, a fast-food retail store, I've demonstrated proficiency in driving sales growth, effective marketing strategies, and inventory management. My additional experience as a Sales Marketing Assistant at Jay Keshav Exports equipped me with skills in client relations and online presence enhancement.

### BRANDS WORKED WITH

Jay Keshav Exports

Shot Circuit

## Experience

### ● Co-Founder & Sales Manager

Shot Circuit | Sep 2022 - Oct 2023

Developed and expanded a retail fast-food store, building a dedicated customer base through effective grassroots marketing and exceptional customer service. Doubled first-year revenue with strategic branding and digital marketing, including SEO and content marketing. Boosted customer traffic by 80% with a time-limited promotion leveraging social media trends. Generated a 40% revenue increase by creating a new revenue channel through curated event sales. Improved offline sales from online leads by 20% using email marketing, social media ads, and Google AdWords. Achieved a 15% quarterly sales growth by regularly analyzing KPIs with Rista. Enhanced marketing ROI by 25% through data analytics for budget and channel optimization with Google Analytics and Rista. Formed B2B partnerships, cutting procurement costs by 30% through negotiation and supply chain optimization. Reduced wastage by 20% and increased profit margins by 10% with Rista inventory management.



### ● Marketing & Sales Assistant

Jay Keshav Exports | Jan 2022 - Sep 2022

Enhanced the online presence of a sales business, ensuring consistent brand representation across all digital platforms to strengthen company's digital footprint. Directed international trade show participation, using event marketing to gain over 30 leads and establish 6 new business partnerships. Revamped the retail website with a B2B portal, securing 8 international customers and widening market scope. Created cohesive marketing materials with Adobe Creative Suite, ensuring uniform brand messaging and identity, boosting brand appeal. Trained in sales development under the marketing director, enhancing client relations and sales strategies with CRM tools. Actively tracked market trends and competitor strategies, achieving a 10% reduction in procurement expenses.

## Education & Training

2023 - 2024

### ● University of Greenwich

Master of Business,

2018 - 2021

### ● Centre of Graduate Studies

Bachelor of Business Administration,