

Yash Jobanputra

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Results-driven Marketing Professional with two years of experience developing and executing successful digital campaigns. Proficient in data analysis, content creation, and social media management, with a proven ability to increase lead conversions and boost content engagement. Eager to apply analytical and creative skills to drive brand growth in a challenging new role.

EDUCATION & QUALIFICATIONS

Queen Mary University of London, **MSc Marketing & Digital Analytics**

Sept 2023 – Sept 2024

Modules included: Business Digital Analytics, AI for Business, Sustainability Marketing, Ethics and CSR, Digital Economy, Big Data & Platformization, Global Marketing and Communications

- Led a dissertation project on the behavioural impact of gamified advertising, conducting in-depth demographic analysis and developing actionable strategies for ethical marketing.
- Leveraged SPSS and Tableau to analyze customer purchasing behaviour, developing predictive segmentation models to inform targeted campaign strategies.

WORK EXPERIENCE

NK3 Solutions, **Marketing Analyst**

January 2025 – July 2025

- Managed digital marketing and communication strategies for a portfolio of 7 B2B clients in the engineering and logistics sectors, including international companies like Bauer and Voestalpine, and key Indian firms like RITES and Pristine Logistics.
- Implemented a new lead generation process, which successfully generated over 30 qualified leads in a 3-month period for a key client.
- Executed targeted B2B marketing campaigns that yielded 30+ qualified leads and achieved a lead-to-opportunity conversion rate of 40%.

UpGrad, **Marketing Intern**

March 2024 – August 2024

- Executed key components of 15+ digital marketing campaigns, directly contributing to a 45% increase in lead conversions.
- Drove a 35% increase in organic website traffic by co-authoring 12+ SEO-optimised blog posts in collaboration with the content team.
- Enhanced content strategy by conducting competitive analysis, which resulted in a 40% engagement uplift and an 25% increase in email newsletter sign-ups.

Schbang, **Social Media Marketing**

October 2023 – March 2024

- Optimised campaign performance across multiple platforms, delivering key insights that reduced Cost-Per-Click (CPC) by 80%.
- Managed the creative pipeline for 50+ digital assets, resulting in a 60% increase in social media post engagement.
- Executed an influencer marketing program by identifying and onboarding 15 micro-influencers, boosting brand awareness by 35%.

MediPedia Overseas, **Graphic Designer**

January 2021 – March 2021

- Spearheaded the creation of dynamic video content for social media campaigns, driving a 35% increase in audience engagement.
- Managed client projects to produce engaging informational videos, generating over 10,000 views and increasing brand visibility.
- Designed compelling thumbnails and graphics using Adobe Photoshop and Premiere Pro, directly improving viewer retention on video content.

SKILLS

- Technical:** Data Analysis (Excel, SQL, R, Python), Data Visualisation (Tableau), SEO, CMS
- Marketing & Design Tools:** Google Analytics, Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), Canva, DaVinci Resolve
- Professional:** Campaign Management, Competitive Analysis, Content Creation, Social Media Management, Client Relationship Building