

# Harsh Yadav

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## SUMMARY

As a digital marketing and financial enthusiast, I specialize in leveraging data analytics and SEO to optimize online financial services. My expertise includes managing PPC advertising campaigns, utilizing social media platforms for customer engagement, and implementing content marketing strategies to enhance brand visibility. I am proficient in financial data analysis, enabling data-driven marketing decisions that drive growth. Additionally, I have experience in developing comprehensive digital marketing plans that align with financial objectives, ensuring cohesive and effective campaigns.

## EXPERIENCE

### Finance Intern

Perfect Rubber Mill

September 2023-November 2023

- Tracked and managed financial accounting for 500+ material transactions, optimizing inventory levels and reducing material shortages by 15%.
- Coordinated with 20+ local personnel and authorities to ensure a positive workforce environment, improving operational efficiency.
- Monitored daily cash flow of ₹5 lakh, ensuring sufficient liquidity for seamless business operations.
- Implemented a waste resale strategy, partnering with 5+ manufacturers to monetize scrap materials, generating a 12% increase in additional revenue.

### Digital Marketing Intern

MeritHUB Technologies

June 2024- July 2024

- Developed and executed sales-driven digital marketing strategies, enhancing lead generation and boosting revenue growth.
- Optimized website SEO with targeted keywords, increasing qualified traffic by 20% and improving sales funnel efficiency.
- Designed and launched targeted email campaigns through MailChimp, boosting lead conversion rates by 15% and increasing sales inquiries.
- Managed social media platforms, creating engaging content and promotional campaigns that drove 30% more traffic and generated new leads.
- Utilized tools like MailChimp, Google Analytics, and AI-based software to track performance metrics, optimize campaigns, and enhance marketing effectiveness.

## EDUCATION

### Master of Business Administration

Lovely Professional University • Punjab • 2023-2025 • 7.7

### Bachelors in Business Administration

BundelKhand University • Jhansi • 2019-2022 • 6.59

## PROJECTS

### Derivatives and Financial Market Analysis

September 2023-November 2023

- Mastered futures and options contracts, analyzing daily market movements to optimize investment positions.
- Managed margin requirements and provided strategic investment recommendations based on detailed market analysis.
- Actively managed a personal stock portfolio, demonstrating a strong market understanding and achieving notable returns.

### Financial Statement Analysis

June 2024- July 2024

- Conducted a comprehensive Ratio Analysis for Patanjali Foods in the vegetable oil and FMCG industry, presenting a detailed financial report.
- Applied target costing strategies to optimize cost management and profitability.
- Performed a Competitive Analysis of top FMCG companies, leveraging Excel and data visualization to enhance strategic decision-making.
- Utilized data-driven insights to align financial strategies with industry trends and competitor benchmarks.

## CERTIFICATIONS

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- Getting Started with Power BI
- AI for Beginners | HP foundation
- Corporate Finance Statement Analysis| LinkedIn Learning
- Watson | IBM ACHIEVEMENTS

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## SKILLS

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- Other: Financial Management Software: Power Point , CRM, Excel, Word, Finance, Accounting, Digital Marketing
- Other: Team Leadership, Management & Coordination, Performance Management, Operations Field of Interest: Process Associates , Finance