

(RESUME)

AISHWARYA NALAWADE

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PROFESSIONAL SUMMARY

Marketing graduate from SP Jain School of Global Management with global exposure across Sydney, Dubai, and India. Skilled in brand storytelling, digital marketing, and market research, with practical experience turning consumer insight into creative campaigns that engage audiences and drive measurable results. Eager to build brands at the intersection of creativity, technology, and culture in a marketing or digital marketing role.

EDUCATION

Bachelor of Business Administration, Marketing | SP Jain School of Global Management

Sept 2022 - May 2026

Mumbai · Dubai · Sydney | CGPA: 3.2 / 3.5

Relevant Coursework: Digital Marketing, Project Management, Business Communication, Customer Relationship Management (CRM), Branding and Communications.

Higher Secondary (Grades XI to XII) | R.A. Podar College of Commerce & Economics,

Jun 2020 - Mar 2022

Mumbai

PROFESSIONAL EXPERIENCE

Regional Head, India | OMNI International AI Film Festival, Mumbai

Mar 2026 - Present

- Lead OMNI's LinkedIn presence, writing and managing posts in the festival's brand voice to build visibility across the film, AI, and tech communities.
- Drive partnership and sponsorship outreach for OMNI's upcoming India events, identifying and connecting with the right partners across the film, AI, and technology sectors.

Retail Assistant (Part Time) | Liquorland, Wentworth Point, Australia *Aug 2025 - Apr 2026*

- Deliver responsible, professional service in full compliance with RSA guidelines while supporting daily store operations.
- Process POS transactions and support in store promotional campaigns to enhance the customer experience.

Business Analyst Intern | Intech Online Pvt. Ltd., Thane

May 2023 - Jun 2023

- Conducted market research and competitor analysis that shaped product strategy improvements for a leading internet service provider.
- Built dashboards and reports that helped senior teams identify growth opportunities and create informed customer retention strategy.

Business Sales Intern | Illusto, Andheri (Mumbai)

Jun 2023 - Jul 2023

- Generated qualified B2B leads by identifying prospects and running targeted cold email outreach.
- Boosted engagement outcomes by collaborating with the sales team to refine communication strategies.

Founder & CEO | The Mysa, Mumbai

Apr 2021 - Jan 2022

- Launched and ran a home baking venture from scratch, building a loyal repeat customer base through consistent quality and word of mouth.
- Grew social media engagement by 30% by designing the brand's visual identity and content in Canva.
- Managed inventory, orders, and customer communication end-to-end, building early leadership and sales skills.

PROJECTS

Go to Market Strategy, Sparkonomy | Action Learning Project, SP Jain

2026

- Assessed Sparkonomy's entry into Australia's creator economy (projected USD 112.7B by 2031) as part of a six-member team, running 11 in-depth interviews and a creator survey with SWOT, PESTLE, and Porter's Five Forces analysis.
- Applied classroom frameworks to a live brief: built creator personas and an AI readiness assessment, then delivered a full go-to-market strategy spanning target segments, value proposition, pricing, channels, and KPIs.

Inclusive Organisational Culture & the UN SDGs | Regional Immersion Project, SP Jain

2024

- Led a five-member team on 'Embracing SDGs for an Inclusive Organisational Culture,' applying frameworks including Equity Theory, Systems Theory, and the Job Demands and Resources model to link inclusivity and well-being to employee satisfaction.
- Designed a mixed-methods study and used Structural Equation Modelling (SmartPLS and ADANCO) to validate all five hypotheses, with every construct exceeding reliability thresholds (composite reliability above 0.7).

SKILLS & CERTIFICATIONS

Core Skills: Marketing Strategy, Brand & Communications, Digital Marketing, Market Research & Insights, Business Analysis, Project Management, Sales & Channel Management, Customer Relationship Management, Retail Management, Data Analysis (Excel, SPSS, JMP)

Tools: MS Office (Advanced), SPSS, JMP, Canva (Branding & Design)

Languages: English (Fluent), Hindi (Fluent), Marathi (Native)

Certifications: Google, Foundations of Digital Marketing & Ecommerce, Certified Baking, Academy of Pastry & Culinary Arts (Mumbai), Responsible Service of Alcohol, RSA (Australia)

VOLUNTEER WORK

Marketing Associate, Eco Youth Club (SP Jain): ran digital outreach campaigns for campus CSR and sustainability initiatives.

Fundraising Associate, She Can Foundation & NayePankh Foundation: supported fundraising for education, menstrual health, and food security programs.