

Yashvi Thakkar

yashvithakkar07@gmail.com | +91 8320018278 | www.linkedin.com/in/yashvi-thakkar-191236204/

EDUCATION

MBA – Marketing The Maharaja Sayajirao University of Baroda	2025-Present Vadodara India
BBA - General CGPA 7.62 The Maharaja Sayajirao University of Baroda Relevant Coursework: Marketing, Financial Management, Consumer Behaviour, Managing Business Innovation Research Work on: Mindfulness Practices related to various business practices, Lean Management in Business Practices	2020-2023 Vadodara India
Add On Diploma with BBA Security and Portfolio Analysis The Maharaja Sayajirao University of Baroda Relevant Coursework: Managing Portfolios, Investments Vehicles, Golden Rules of financial decisions	2021-2023 Vadodara India

WORK EXPERIENCE

BT Water Treatment Pvt Ltd Marketing Manager - Developed new customer portfolio - Engaged with 3000+ clients	Mar'25 – Nov'25 Vadodara India
Jalaram Express Strategic Business Development Assistant - Innovated business model to strategically partner with delivery partners - Improved order accuracy and delivery efficiency - Enhanced customer engagement for 50+ monthly orders	May'24 – Feb'25 Vadodara India
INTEGRA ENGINEERING INDIA LIMITED Jr. Project Coordinator - Delivered 5 new development projects within 7 months - Worked on 4 New Product Development - Handled 6 serial phase projects - Won 2nd prize in Kaizen - Member of the Internal Complaints Committee	June'23 – Apr'24 Halol India

INTERNSHIP

A Wooden Story Corporate Publicist - Designed and worked independently on “Women in Design” a marketing campaign, which published on YouTube - Interviewed 12 female founders of architecture & interior design field - Coordinated with photographer, cinematographer, film editor; created terabytes of content	May'22- July'22
IMS learning resource Pvt Ltd Intern- Marketing Outreach - Collaborated with the outreach team to promote two major events: Ignite 5.0 and Road to IIM. - Managed to reach targeted audience in less span of time; strengthened the number of participants	Jan'22- Feb'22

General Electric, Forage

Dec'21- Jan'22

Virtual Intern - Human Resources program

- **Designed** feedback for the case study; **Developed** lean management process
- **Analysed and Tabulated** compensation and benefits data

Wealthy Spy

Aug'21- Sep'21

Content Writer

- **Authorized** 10+ articles in an array of fields like business world, sports, and so forth
- Self-directed **research** on pertinent matter
- Written **creative** and plagiarism-free content incorporated relevant keywords which resulted in website traffic increase

EXTRACURRICULAR ACTIVITIES

- **Best Student** Award among 180 students
- **Captainship** for 2 years - Winner at many intra school tournaments
- **Prefectship** for 2 years- Winner at many intraschool competitions in fields like shotput, pookalam
- Participated **Tata imagination challenge** 2020, HR Case Study by **IIT Kanpur**, Business of Brands by **NMIMS**, Mumbai.

VOLUNTEER EXPERIENCE

- **Volunteer Associate** with House of Humanity (NGO) for a "Poshan Project" which ensures daily food supplies to unprivileged communities and another vertical of girl orphanage named "Sitaare"
- Selected as **Personal Assistant of Managing Director** of 21 Gun Salute International Vintage Car Rally & Concours Show among 150+ volunteers for which received token of appreciation

PRACTICAL SKILLS

McKinsey.org Forward Program

May'25- Jul'25

Relevant Coursework: Problem Solving, Adaptability, Relationship Building

Aspire Leader | Aspire Institute

Dec'23- Apr'24

Relevant Coursework: Entrepreneurship, Business Skills, Leadership

Languages: English, Hindi, Gujarati

Core Competencies: Communication, Leadership, Creativity, Negotiation, Teamwork

Certifications:

- Work smarter with Microsoft Excel
 - Effective Business Communication
 - Exercising Leadership: Foundational Principles
 - Human Resources Analytics
 - Marketing and Business Strategy
 - NCC Training Certificate
- Microsoft, Coursera
IIM Bangalore, Swayam
Aspire Institute, Harvard University
University of California, Coursera
Udemy
AAN, Army Wing