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HRISHIKESH JAISWAL

LinkedIn

Category Management | Performance Marketing | Brand Management | Sales & Business Development

PROFESSIONAL SUMMARY

First year MBA candidate at IIM Kashipur with experience in performance marketing, business development, and customer acquisition. Built a pipeline of 50+ qualified prospects, onboarded 14 individual partners and 2 institutional partners, and improved campaign CTR by 16% while reducing CPA by 13% through 50+ creative A/B tests across 4 D2C and app clients. **Seeking roles in Performance Marketing, Brand Management, Category Management, and Sales & Business Development**, with strengths in consumer insights, campaign optimization, and growth strategy

KEY SKILLS AND TOOLS

- Campaign Optimization
- Brand Management
- Category Management
- Market Research
- Lead Generation
- Sales Pipeline Management
- Partnership Development
- Customer Acquisition
- Meta Ads Manager
- Power BI
- Advanced Excel
- Marketing Analytics

EDUCATIONAL BACKGROUND

MBA | **Indian Institute of Management, Kashipur** | **2026-2028** | **-**

- **Positions of Responsibility:** Sponsorship Cell, involved in sponsor outreach, partnership development, and sponsorship proposals for institute events

BBA | **SLIBA, Gujarat University** | **2021-2024** | **81.69%**

- **Academic Excellence:** Ranked among the top 50 students out of 1,900+ bachelor's students in Semesters 1, 2, 4, and 5
- **Research & Publication:** Co-authored a research paper on medical tourism in Ahmedabad, published in Atna Journal of Tourism Studies

PROFESSIONAL EXPERIENCE

1+ years

Business Development Executive | **RCSL** | **Jun 2025 – Jun 2026**

- **Prospecting & Pipeline Generation:** Built a pipeline of 50+ qualified prospects through Apollo.io, market research, cold outreach, and referral networks
- **Partner Acquisition & Network Expansion:** Onboarded 14 individual partners and secured 2 institutional partnerships, expanding the platform's network to 70+ professionals across multiple service categories
- **Lead Scoring & Opportunity Prioritization:** Developed a lead-scoring framework based on brand credibility, market demand, conversion potential, and strategic fit to prioritize high-potential prospects
- **CRM & Sales Process Optimization:** Implemented a structured lead-tracking and follow-up process that reduced follow-up delays by 30%, improving pipeline visibility and operational efficiency
- **Customer Insights & Cross-functional Execution:** Collaborated with the founder and technology team to translate partner feedback into product requirements for scheduling, payments, and negotiation workflows

LIVE PROJECT EXPERIENCE

Performance Marketer | **App Whiz Digital Marketing LLP** | **Feb 2026 - Jun 2026**

- **Campaign Management:** Managed full-funnel Meta Ads campaigns across 4 D2C and app clients, supporting customer acquisition across multiple stages of the marketing funnel
- **Creative Testing & Optimization:** Executed 50+ creative A/B tests, improving click-through rate (CTR) by 16% and reducing cost per acquisition (CPA) by 13% through iterative campaign optimization
- **Consumer Insights & Brand Positioning:** Analysed 500+ customer reviews to identify consumer preferences and refine ad messaging, strengthening brand positioning and creative relevance
- **Audience Targeting & Conversion:** Conducted audience segmentation & keyword research, increasing campaign conversion rates by 10%
- **Media Budget Optimization:** Monitored and optimized advertising budgets across 4 client accounts using Meta Ads Manager to improve campaign efficiency and allocate spend effectively

INTERNSHIP EXPERIENCE

Junior Consultant | **Principio Holdings – DevHoRe** | **Mar 2025 - May 2025**

- **Financial Modelling:** Developed an automated Excel financial model with 8-year projections to assess the financial viability of a proposed hospitality school project in France
- **Investment & Feasibility Analysis:** Conducted break-even analysis and evaluated project economics, estimating total funding requirements of €8.5 million to support investment decisions
- **Investor Presentation:** Translated financial analysis into an investor pitch deck, preparing management-ready materials to communicate the project's investment potential to prospective investors

INDEPENDENT DIGITAL MARKETING PROJECT

RealEstateInLast24hr | **Instagram** | **Jan 2025 - Jun 2025**

- **Organic Growth & Content Strategy:** Grew a real estate news community to 5,000+ followers and generated 3M+ lifetime organic impressions through trend-driven content, audience insights, and consistent publishing

ACHIEVEMENTS & CASE COMPETITIONS

- **IMTheFuture 8.0, IMT Ghaziabad:** Ranked in top 10 teams out of 2,000+ participants in a national-level case study competition
- **Fintech Olympiad 2025, India FinTech Forum:** Secured 4th runner-up position in the national-level fintech competition
- **Fintech Olympiad 2024, India FinTech Forum:** Selected as a national finalist in the fintech competition