



# Jay Shah

sales and marketing

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## Languages

English

Hindi

## About

BRANDS WORKED WITH

TIMEX ART DÉCOR PVT. LTD.

Universal Plywood

## Experience

### ● Marketing and Business Strategy Intern

TIMEX ART DÉCOR PVT. LTD. | May 2023 - Aug 2023

Timex is a decorative laminate manufacturing company which mainly focuses on the B2B segment with a far reaching, leading presence across India and the Asian export market.

- Work shadowed the MD while closing a live deal with a key client and gained valuable insight into real-world marketing techniques
- Helped host a launch event for the company's product portfolio and delivered a presentation to capture clientele in a new region
- Worked closely with the marketing team and assisted with developing new strategies to retain clients
- Got an in-depth understanding of the supply chain management of a high-volume manufacturing company
- Assisted in putting together a product catalogue displaying the entire product line offered by the company

### ● Sales Assistant

Universal Plywood | Apr 2022 - Aug 2022

Universal Plywood is an Indian based Retailer, which trades in home interior products such as Veneers, Laminates, Plywood and other materials.

- Involved in Personal selling to customers who needed assistance by providing them with key information about the product features.
- Involved with managing store inventory
- Handled customer complaints and queries
- Tracked sales and made sales reports

### ● Accounting Intern

Hindustan Electronics Engineering Co | Jun 2019 - Aug 2019

- Did day-to day data journal entry using Tally
- Participated in month-end accounting processes like, creation of ledgers.
- Reconciled balance sheet accounts on monthly basis, maintaining attention to detail to reduce errors.
- Assisted with annual audit preparation, sourcing and providing requested information to facilitate smooth processes

Marketing Segmentation Project (London, UK) Oct 2023-Dec 2023

- Did primary research by carrying out interviews of consumers to collect data about their preferences for the coffee shop segment
- Carried out secondary/desk research about the financial statistics of the coffee shop market alongside a PESTEL analysis of the macro environment
- Created a marketing segmentation table to summarise the consumer behaviour in the market

## Education & Training

2023 - 2024 ● Queen Mary University of London

Master of Science,

2018 - 2020 ● Podar International School

Bachelor of Science in Management,

