



JIYA JAGYASI

FREELANCER

📍 AL Nahda, Sharjah, Sharjah, 0000000,
United Arab Emirates

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✉️ jiyamjagyasi@gmail.com

ABOUT ME

- Dynamic and Result-driven Digital Marketing Professional with expertise in Social media marketing, paid advertising, and brand strategy.
- Skilled in Google Ads, Meta Ads, email marketing, and content strategy to enhance brand visibility and engagement.
- Proficient in data analytics, conversion rate optimization (CRO), and performance tracking using tools like Google Analytics & SEMrush.
- Passionate public speaker and team-building host, with strong communication, fostering collaboration, leadership skills to engage audiences effectively.
- Strong ability to develop and implement ROI-driven marketing campaigns for business growth.

SKILLS

DIGITAL MARKETING (SEM, SOCIAL MEDIA, EMAIL MARKETING & CRM SERVICES)

BUDGETING

MARKETING COMMUNICATION

BRAND GROWTH & STRATEGY

PERFORMANCE MARKETING & ANALYTICS

INFLUENCER & AFFILIATE MARKETING

LINK

LinkedIn:
www.linkedin.com/in/jiya-jagyasi

WORK EXPERIENCE

FREELANCER

UAE

Sep 2024 - Present

Digital Marketing & Business Growth Strategist | Expertise in Social Media, SEM & CRM

- Develop and implement social media, and paid advertising (Google & Meta Ads) strategies.
- Create and manage content marketing, email campaigns, and lead generation efforts.
- Conduct market research, competitor analysis, and audience targeting for optimized campaigns.
- Track and analyze performance using Google Analytics, SEMrush, and social media insights.
- Manage client communication, reporting, and ensure ROI-driven digital marketing solutions.

APPAREL GROUP LLC

Dubai

Apr 2021 - May 2024

Store Manager

- Accountable for end-to-end store operations, ensuring seamless execution and optimal performance.
- Expert in employee orientation and training, fostering a high-performing team.
- In-depth knowledge of market trends and fashion, driving competitive advantage.
- Proven track record in budget administration and implementation, maximizing financial performance.
- Skilled in cost control strategies to enhance incremental profit.
- Effective inventory management, optimizing stock levels for peak sales performance.
- Goal and process-oriented approach, consistently achieving targets.
- Proficient in operations management, streamlining processes for efficiency.
- Experienced in product launch and merchandising, driving brand visibility and sales.
- Achieved a remarkable 95% score in the Apparel Manager Program (AMP) 2021.
- Secured 92% in KPIs analysis, evidencing exceptional operational effectiveness.
- Honored for achieving the highest mystery audit score of 98% and 95% in store audit.

LANGUAGE

ENGLISH, HINDI, GUJARATI & SINDHI

REFERENCES

MR. AYMAN ALBARBARY
Digital Orks
T: +971 553644763
E: ayman@aymandigital.com

MR. MAHMOUD
Apparel Group
T: +971 565090361
E: mahmoud@apparelglobal.com

PERSONAL DETAILS

Date of birth
20 Apr 1992

Nationality
INDIAN

Visa status
Residence Visa

Marital status
Married

DRIVING LICENSE

Driving license category
Driving license category 4161108

FOUR SEASONS
EVENTS &
ENTERTAINMENT
LLC
Dubai
May 2018 - Mar 2021

Operations Manager

- Oversaw project operations, ensuring exceptional client experiences.
- Led and coached team to consistently exceed client expectations and targets.
- Managed event production, social media marketing, and vendor negotiations.
- Executed strategic planning, budgeting, and business generation initiatives.
- Venue & Travel Coordination.
- Conference and Meeting Planning.
- Brand Strategy Alignment.

BANG BANG
CREATORS
India Gujarat
Jan 2016 - Jan 2018

Co-Founder & Operations Manager

- Co-Founded and managed a successful startup, executing diverse events from initial planning to flawless execution.
- Managed artist relations and logistics, ensuring seamless operations.

EDUCATION

MAHARAJA
SAYAJIRAO
UNIVERSITY
Vadodara
2014

M.COM

- Banking and Insurance

MAHARAJA
SAYAJIRAO
UNIVERSITY
Vadodara
2012

B.COM

- Commerce

HARI SHEWA GIRLS'
VIDHYALYA
2009

H.S.C

HARI SHEWA GIRLS'
VIDHYALYA
2007

S.S.C

COURSE

UNIVERSITY OF DUBAI
Oct 2024 - Feb 2025

Professional Diploma in Digital Marketing