

Kshitij Jain

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EDUCATION

Texas A&M University, Mays Business School

Master of Business Administration

Master of Science in Analytics (STEM)

College Station, Texas

May 2026

May 2026

Vellore Institute of Technology

Bachelor of Technology in Information Technology

India

June 2021

EXPERIENCE

HARIYALI RESORT

Senior Operations Manager, Hotel Operations

India

April 2023 – July 2024

- Directed a team of 50 employees, significantly improving productivity by 30% through strong strategic leadership and effective resource allocation
- Designed and implemented service and operational process improvements, optimizing workflows and enhancing the customer experience (CX), which resulted in a 20% boost in client satisfaction scores
- Developed comprehensive, data-driven action plans to enhance operational efficiency by 25%, effectively leveraging valuable customer insights
- Spearheaded promotional campaigns that increased revenue by 40%, aligning with strategies to drive incremental revenue and enhance customer engagement
- Collaborated across departments to optimize resource utilization, resulting in streamlined network planning and higher profitability

REWARDPORT – LOYALTY & REWARDS

Marketing Executive, Freelance

India

January 2024 – March 2024

- Developed a comprehensive cash flow model that accurately predicted future sales, enhancing strategic financial planning by 27%
- Collaborated with cross-functional teams to design and implement marketing campaigns, resulting in a 32% increase in brand awareness and customer engagement
- Developed and deployed customer support chatbot, improving user interactions and overall customer satisfaction by 43%
- Conducted market research that identified emerging trends, informing data-driven marketing strategies and increasing target audience reach by 18%

TRIPXOXO BY TRAVELPORT

Marketing Executive, Freelance

India

January 2024 – March 2024

- Assisted in strategic planning and marketing strategy development, contributing to 21% improvement in customer satisfaction
- Analysed competitor activities and market conditions, refining marketing tactics that drove a 29% increase in business growth
- Supported the execution of promotional campaigns that resulted in a 23% rise in customer acquisition and retention rates
- Developed and implemented social media marketing strategies, boosting online engagement by 54% and increasing followers across platforms by 38%

FSN E-COMMERCE – NYKAA

Product Analyst, Business Intelligence

India

June 2021 – April 2023

- Developed 50+ comprehensive dashboards using Tableau and Adobe Analytics, analysing customer behaviour and financial contribution, which led to a 15% increase in marketing campaign effectiveness
- Identified and resolved critical usability and interface design issues, enhancing the user experience (UX) across platforms and improving customer satisfaction by 25%
- Executed 60+ cross-functional projects, driving incremental revenue and improving customer retention by 20% through deep dives into data analytics and insights

VOLUNTEERING

AKLANK PUBLIC SCHOOL

Teaching Assistant, Science Department

India

April 2023 – April 2024

- Provided personalized instruction in Math and Physics to students, ensuring clarity in concepts and fostering problem-solving skills
- Assisted students from economically disadvantaged backgrounds, helping them overcome educational barriers and improve academic performance

SKILLS, ACTIVITIES & INTERESTS

Technical Skills: SQL, Python, Tableau, Google Analytics, Social Media Marketing, Microsoft Excel, Power BI, Generative AI

Publications: Human Detection and Action Recognition for Search & Rescue in Disasters Using YOLOv3 Algorithm (2023), Handwritten Signatures Forgery Detection using Convolutional Neural Networks (2020)