



Jai Rajiv Mehta

A creative and dynamic collaborator with experience of 3 years in Sales, Trade Marketing, and Product & Performance Marketing. I developed trade & digital marketing strategies for B2C and B2B firms. With an affinity for sales, consumer behaviour and content creation, I seek to create an entrepreneurial mindset with an all-rounder attitude to build purpose-driven brands.

Contact

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Linked In

Education

2022

MIM Grande Ecole
MSc in Marketing (Luxury)
EDHEC Business School,
France

2018

Economic Honors
Delhi University, India

Expertise

Advanced Excel	██████████
SEO	██████████
Powerpoint	██████████
Creative Writing	██████████
Pivot Tables	██████████
Google & FB Ads	██████████
Google Analytics	██████████
Canva	██████████
Word Press	██████████
Tableau	██████████
Photoshop	██████████
Hubspot	██████████

Language

English	██████████
French	██████████
Hindi	██████████
Gujarati	██████████

Experience

Business Analysis & Operational Marketing Intern

L'Oreal (Luxe), Paris
July 2022 - December 2022

- Created monthly NPD Sell In/ Sell Out reports, pricing reports & L4L reports for 2 Luxury Brands in EMEA
- Examined E-Retail prices by tracking daily price compressions to suggest selling prices for country D2C websites
- Achieved a 7% increase in Average Time Spent by modelling E-Com improvement program for D2C website updates
- Co-led annual price change analysis for EU markets based on historic data points and market trends
- Oversaw cross-country communications between marketing, logistics and R&D team to implement market launches

Marketing Associate

Anuraj Fragrances (Perfumery Firm), India
July 2020 - June 2021

- Increased inquiries by 20% in 4 months by designing blogs & content for LinkedIn visibility
- Earned 100+ outbound inquiries/ month pan India by setting up a B2B sales platform to improve catalogue visibility
- Conceptualized marketing catalogues and value propositions of over 85 herbal extracts for 30+ inquiries/ month
- Streamlined inventory management for over 100 raw materials by setting up an R&D unit for perfumery research
- Learnt the basics of perfume creation by studying theoretical and practical olfactory approaches

Marketing Assistant

IHA Beauty (Skincare Firm), India
July 2018 - July 2019

- Set up online channels such as Amazon, and Flipkart to earn approximately INR 1 million over a span of 5 months; focused on keyword research, ads placement and infographics for improved visibility and engagement
- Devised Google ads for a D2C brand, increasing website traffic by 40% in 2 months, Experience with FB Pixel too
- Designed social media communication strategies, leading to rising in engagement rates of over 40%
- Co-led product designing for a face care range for a millennial online audience based on research & design principles
- Supervised rebranding of the IHA brand and conceptualized the design of its D2C ecommerce

Leadership Roles & Projects

- Authored a thesis project on founding a sustainable skincare brand in India with an emphasis on anhydrous technology and plastic-free packaging alternatives.
- Led a 50+ team of Theatreprofessionals, winning 2 National and 30+ State Theatre Competitions