

# Shubh Suresh Nainani

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## EDUCATION

**University of San Francisco, San Francisco, CA**

Expected Graduation: May 2025

*B.S., Business Administration, Double major: Marketing, and Business Analytics*

- Honors College

## EXPERIENCE

**Urbethh, India**

Dec 2023 – Present

*CEO and CMO*

- Conducted comprehensive market research through surveys, alpha and beta testing to understand the core target audience, leading to the development of a highly tailored product line and marketing strategy that resonates with 18–26-year-old artists and cultural enthusiasts.
- Championed the sourcing of the finest materials and the adoption of traditional craftsmanship techniques including block printing, hand-painting, and batik to ensure the entire production process adhered to high ethical standards, with a focus on animal welfare and sustainability leading to a 65% reduction in production waste and over 85% reduction in animal degradation.
- Developed a pioneering virtual shopping feature with a 'swipe and select' functionality by using AI experts to enhance the online shopping experience and provide a competitive edge by ensuring personalized selections that resonate with individual styles and preferences.

**Satguru Skoda Pvt Ltd, India**

May 2024 – August 2024

*Business Analyst Intern*

- Engineered and maintained a robust SQL database to monitor key performance indicators such as sales velocity, inventory turnover, and customer acquisition costs. This system enabled management to make data-driven decisions, improving profitability by 8%.
- Utilized advanced statistical modeling and machine learning algorithms in Python to build predictive models, accurately forecasting monthly vehicle sales with a 90% precision rate. This resulted in a 15% reduction in overstocking and optimized inventory turnover ratios.
- Implemented system optimization frameworks to overhaul vehicle order processing workflows, streamlining end-to-end operations, and decreasing average order cycle time by 30%, which improved customer satisfaction scores by 18%.
- Conducted in-depth data mining and customer segmentation analysis using R, identifying key customer demographics, and purchasing behaviors. Thus, implementing targeted marketing strategies that increased high-margin vehicle sales by 10% within one quarter.

**San Francisco Small Business Development Center, San Francisco, CA**

Jan 2024 – May 2024

*Marketing Intern*

- Enhanced the digital presence of the SBDC by creating and promoting engaging content across multiple platforms, leading to a 60% increase in social media engagement and follower growth over a 4-month period.
- Conducted a market analysis project that identified key entrepreneurial barriers and service deficiencies, facilitating the strategic realignment of SBDC's resource deployment to better address the critical needs of startups, and influencing the development of targeted intervention programs, enhancing the SBDC's capacity to boost startup success rates and stimulate local economic growth.
- Efficiently updated the SBDC client database by creating and verifying over 200 new client accounts, ensuring accurate tracking of client data, reporting of client engagement, and streamlined access to service histories.

**Giving Hands Foundation, India**

May 2023 – Aug 2023

*President and Co-Founder*

- Planned and executed successful fundraising events, resulting in sponsorship for over 250 underprivileged children's primary, secondary, and high school education, as well as infrastructure improvements such as new classrooms and computer labs.
- Collaborated with local businesses to secure donations of food and technological equipment for sponsored schools, ultimately providing nutritious meals for over 100 students each week.
- Successfully established partnerships with local schools and community centers, providing educational workshops on various hygiene processes and sex education to over 250 boys and girls in underprivileged areas.

**Kotak Securities, Jalgaon, India**

May 2020 – Jul 2021

*Stock Trader*

- Utilized a mixed model of fundamental and technical analysis to identify undervalued companies and penny stocks, leading to a return on investment of 20% over the course of one year.
- Developed and implemented a risk management strategy using news reading, market psychology, and trend that minimize losses and maximize profits, resulting in an overall profit of \$1,100 within the first year of trading.

## AFFILIATIONS AND CAMPUS ACTIVITIES

- Member, **Marketing Club, USF** March 2023 - Present
- Member, **Investment Club, USF** February 2023 - Present
- Member, **Marketing Team, CAB Dons, USF** September 2021 - Present
- Member, **Phi Delta Theta, USF** May 2022 – December 2022
- Organized Knock Out Cancer (Philanthropy event) – San Francisco, CA February 2023
- Advertised Phi Lands (Philanthropy event) – San Francisco, CA October 2022
- Promoted Dephi Gravity (Club event) – San Francisco, CA September 2022

## SKILLS

- Proficient in Microsoft Office (Word, Excel, PowerPoint)
- Advanced in Content Creation and SEO (Twitter, Instagram, Facebook, Canva, Adobe, Semrush, HubSpot, Shopify)
- Proficient in Python, R, and SQL