

YASHESH DOSHI

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Education

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| MBA (Innovation & Entrepreneurship) SIBM Pune | 2025 |
| Bachelor of Commerce University Of Mumbai CGPA: 7.46/10 | 2020 |
| 12th Standard Narsee Monjee College of Commerce and Economics 86.92% | 2017 |
| 10th Standard Our Lady of Remedy of High School 94.80% | 2015 |

Skills

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| • MS Office | • Market Research | • Consumer Behaviour | • SCAMPER & SWOT |
| • Canva | • Supply Chain Management | • Market Segmentation | • Collaboration |
| • Hootsuite & HubSpot | • Data Interpretation | • Sales Analytics | • Communication |
| • Brand Management | • Marketing Analytics | • GTM Strategy | • Presentation |

Live Projects and Internships

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| Market Research Consultant Salcit Technologies Pvt Ltd | Aug 2023 – Oct2023 |
| • Analysed the startup's journey, product, achievements, and milestones, shaping its growth and development. | |
| • Conducted research on TB prevalence, annual treatment costs & diagnostic methods to analyse market needs. | |
| • Assessed competitor products globally, including Strados (USA) & ResApp (Aus), to position Swaasa competitively. | |
| • Evaluated annual expenditure on TB patient treatment, estimating USD 400 million in the Indian medical industry. | |
| • Developed a Go-to-Market (GTM) strategy, including SWOT analysis & value propositions for hospital implementation. | |
| • Recommended accuracy and feature enhancements to optimize product readiness for market launch. | |
| • Highlighted the potential for 96% cost reduction in TB diagnostics through Swaasa, pending suitable pricing strategies. | |
| • Confirmed Swaasa's accuracy in predicting TB risk and lung health, identifying a 70% success rate in sample tests. | |

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| Market Research Consultant Anushka Jobtech Pvt Ltd | Jul 2023 – Aug 2023 |
| • Examined the startup's progress, platform, significant accomplishments, and milestones for its growth and direction. | |
| • Analysed the AI recruitment marketing market, projecting growth to USD 39 billion by 2028 at a 30% CAGR. | |
| • Conducted competitor analysis of AI platforms like Appcast, Lever, Workable & Jobvite to identify market opportunities. | |
| • Evaluated target market needs, recruitment industry challenges, & sustainability contributions for a market strategy. | |
| • Developed a detailed B2B GTM strategy, including a SCAMPER report, SWOT analysis & unique value propositions. | |

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| Intern Rajesh Pradhan & Company, Chartered Accountants | Jun 2021 – Jul 2022 |
| • Engaged with clients, enhancing communication skills and fostering stronger professional relationships. | |
| • Supported tax audits for multiple firms and finalised accounts and statutory audits for some major companies. | |
| • Applied accounting principles to ensure precise financial reporting and adherence to regulatory compliance standards. | |

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| Intern Rivets India Pvt Ltd | Dec 2020 – Apr 2021 |
| • Assisted with daily financial transactions, ensuring accurate record-keeping and timely updates. | |
| • Managed payroll processing, ensuring employees were paid accurately and on time without the scope of errors. | |
| • Supported month-end and year-end financial closing processes, ensuring compliance with accounting standards. | |
| • Supervised factory workers and managed wage payments, enhancing my administrative and staff management. | |

Certifications & Workshops

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| • Finance Modelling Workshop (2022) | • Create a Brand Strategy LinkedIn Learning |
| • Brand Management University of London | • No-Code Web Design LinkedIn Learning |
| • Sales Fundamentals LinkedIn Learning | • Product Management Professional LinkedIn Learning |
| • Global Leadership Program (2024) Macquarie University | |

Achievements

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| • Completed the Global Leadership Program at Macquarie University during a student exchange, enhancing cross-cultural leadership and global citizenship through workshops, keynote events, and cultural tours. | |
| • Participated in the Model United Nations conferences on causes like Health, Education, Global Warming, etc., in 2022, | |
| • Achieved Rank 4 in Maharashtra State Level Mental Mathematics Competition by Abacus India PVT LTD in 2022. | |
| • Volunteered at Vidya NGO, teaching English and mathematics to students in grades 6 to 9. | |
| • Achieved 98/100 in Math and 99/100 in science during the 10th board exams. | |
| • Scored 8.0/9 in the IELTS exam (October 2023), demonstrating strong proficiency in English. | |