

Jahnavi Mahindrakar

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EXPERIENCE

Product Marketing & Strategy Intern

ZenX

June 2025 - August 2025, Dubai, United Arab Emirates

- Identified 3 untapped market segments through competitor and trend analysis, directly shaping a new service roadmap.
- Developed an end-to-end brand strategy framework by synthesising competitive analysis, market research, and customer segmentation.
- Proposed and scoped 3 new service offerings from identified market gaps, presented to leadership for the product pipeline.

Brand Marketing & Competitive Intelligence Intern

Afro-Asian Insurance Services Ltd

July 2024 - August 2024, London, United Kingdom

- Built a competitive landscape report on 5 leading African reinsurers, mapping strengths, weaknesses, and pricing to inform brand positioning and go-to-market recommendations.
- Translated market and competitor analysis across 10+ projects into strategic recommendations for product development and pricing, adopted into quarterly planning.
- Established a quarterly KPI-tracking framework that improved reporting consistency and gave leadership a clearer view of segment performance.

Growth & Omnichannel Marketing Intern

Amber Accommodation Ltd

October 2023 - March 2024, Manchester, United Kingdom

- Ran a social campaign that lifted views by 200% and generated 9 qualified leads, promoting cost-effective real estate solutions.
- Co-built cross-channel campaigns (Canva, Hootsuite, Meta Ads Manager) that drove a 30% rise in engagement and a 15% higher conversion.
- Analysed weekly performance in Meta Insights and Google Analytics to boost reach by 25% and click-through rate by 18%.
- Tailored real estate solutions for 5 clients facing the cost-of-living crisis, showcasing strong problem-solving and client-centric approaches.

INVOLVEMENT

Strategy & Market-Entry Project Lead — Lifeing Project

London, United Kingdom • Blackmont Consulting • February 2025 - June 2025

- Led a team of 8 consultants to develop and present a competitive market-entry strategy for Lifeing, an online venue-booking platform targeting a 1B+ European market.
- Built the competitive positioning and sustainability recommendations that anchored the final client presentation.

Partnerships & Business Development Lead

Manchester, United Kingdom • AIESEC UK Limited • October 2023 - March 2024

- Secured 12 corporate partnerships through proactive outreach and relationship-building.
- Trained and led 4 team members in sponsorship acquisition and partnership outreach.
- Brokered connections between 12 companies and 30 international interns, driving measurable partnership growth.

SKILLS

Marketing & Growth: Brand Strategy, Product Marketing, Go-to-Market Strategy, Campaign Management, Omnichannel Marketing, Competitive Analysis, Market Research, Customer Segmentation

Performance & Analytics: Campaign Performance Analysis, Data Interpretation, KPI Tracking, Google Analytics, Meta Insights, Business Analytics

Tools: Meta Ads Manager, Hootsuite, Canva, Microsoft Excel

Commercial & Financial: Financial Reporting, Financial Analysis, Risk & Compliance Awareness

EDUCATION

Bachelor of Science (Hons) in International Business, Finance , & Economics

University of Manchester • Manchester, United Kingdom • 2026 • 1:1 (First Class) Honours