

Vaishnavi Narella

Phoenix, AZ | 480-995-2688 | vnarell2@asu.edu | linkedin.com/in/vaishnavi-narella

PROFESSIONAL SUMMARY

Marketing and project management professional with hands-on experience across e-commerce operations, digital marketing, client coordination, and organizational consulting. Demonstrated ability to execute end-to-end campaigns, optimize online marketplace performance, and translate ambiguous business needs into structured workflows and scalable processes. Known for strong ownership, analytical thinking, and cross-functional coordination in fast-paced, resource-constrained environments.

CORE COMPETENCIES

- Marketing Strategy, Campaign Planning, and Execution
- E-commerce Operations, Marketplace Optimization, and Merchandising
- Project and Program Management across Cross-Functional Teams
- Workflow Design, Process Documentation, and Operational Improvement
- Stakeholder Communication, Client Coordination, and Delivery Management
- Data Analysis, Performance Tracking, and Insight Generation

PROFESSIONAL EXPERIENCE

Marketing and E-commerce Intern | Sper Scientific, Scottsdale, AZ | Jul 2025 – Aug 2025

- Planned and executed seasonal promotional campaigns and bundled product strategies across eBay and Walmart marketplaces.
- Improved conversion rates and product visibility through optimized pricing, positioning, and promotional timing.
- Optimized and standardized 150+ product listings via keyword refinement, category restructuring, and visual consistency.

Project Coordinator | Tradexa Technology, Pune, India | Jun 2022 – Dec 2024

- Led cross-functional coordination and workflow optimization during high-pressure delivery phases involving engineering, marketing, and leadership teams.
- Maintained 100 percent on-time project completion despite reduced team capacity and shifting client requirements.
- Supported enterprise client retention by proposing and executing strategic alternatives to platform integrations.

Human Resources Intern | Tradexa Technology, Pune, India | Dec 2021 – Jun 2022

- Supported recruitment, onboarding, and employee engagement initiatives across multiple teams.
- Contributed to improved team productivity and delivery capacity through structured coordination and communication.

EDUCATION

Thunderbird School of Global Management, Arizona State University – Master of Global Management (Expected Dec 2026)

Smt. Kashibai Navale College of Commerce – Bachelor of Business Administration, International Business

TECHNICAL SKILLS & CERTIFICATIONS

- Marketing & Campaign Tools: Meta Business Suite (Instagram, Facebook, WhatsApp)
- Productivity & Collaboration: Google Workspace, Microsoft Office (Excel, PowerPoint), Slack, Outlook
- Project & HR Tools: Monday.com, Workday
- E-commerce Operations: Marketplace listing optimization, category management, performance tracking
- Certifications: Google Project Management Certificate; Google Business Intelligence Certificate

ACADEMIC & LEADERSHIP PROJECTS

- Consulted with a higher education client to review existing HR and management deliverables, identify gaps, and recommend scalable process improvements.
- Collaborated with cross-functional student teams to deliver client-ready documentation and operational recommendations under tight academic timelines.

ADDITIONAL INFORMATION

Languages: English (Fluent), Hindi (Fluent), Marathi (Fluent), Telugu (Proficient – understanding) • Interests: Community engagement, operational process design, global business strategy • Activities: Karate, Basketball