

Harsh Bhavsar

+1 314-502-2964 | hbhavsar@webster.edu | St. Louis, MO | [linkedin.com/in/BhavCzar](https://www.linkedin.com/in/BhavCzar)

BUSINESS ANALYTICS M.S.

Data-driven Business Analytics graduate with 7+ years of experience analyzing campaign performance, social media metrics, customer engagement, and digital marketing data.

EDUCATION

Webster University St. Louis, MO
Masters of Science in Business Analytics
May 2026
GPA: 4.0 Summa Cum Laude

Gujarat Technological University, GJ, India
Bachelors in Computer Engineering
September 2020

RELEVANT COURSEWORK:

- Applied Business Statistics
- Data Visualization
- Database Systems (SQL)
- Data Analytics Foundations
- Marketing Analytics
- Enterprise Systems
- Machine Learning for Business Analytics

TECHNICAL SKILLS

- **Data Analysis & Tools:**
 - Excel (Advanced: Pivot Tables, Solver, Forecasting), SQL, Tableau, Power BI, RapidMiner
- **Statistical & Analytical Methods:**
 - Regression Analysis, Forecasting, Data Cleaning, Cluster Analysis, KPI Tracking, A/B Testing
- **Data Visualization & Reporting:**
 - Dashboard Development, Data Storytelling, Performance Reporting

PROFESSIONAL EXPERIENCE

Webster University

Jan 2026 - May 2026

Peer Tutor - Marketing Analytics

- Provided one-on-one academic support in Marketing Analytics, helping students develop analytical thinking and data interpretation skills.
- Guided students through Advanced Excel, PowerBI/Query, forecasting, and data visualization concepts used in business analytics coursework.
- Earned CRLA Level 1 Tutor Training Certification through Webster University's Tutoring Program.

PB&J Studio

September 2023 - June 2024

PR & Digital Media Manager

- Managed end-to-end social media operations for 20+ clients across multiple industries.
- Developed and executed 360° social media strategies to improve brand awareness, engagement, and website traffic.
- Created daily content, captions, campaign posts, and platform-specific copy for Instagram, Facebook, and Twitter/X.
- Conducted market research, tracked campaign performance, and optimized content based on social media metrics.
- Increased organic social media traffic by up to 500% across multiple client accounts.

Trizone India**April 2023 - September 2023****Social Media Manager**

- Managed analytics for 11–12 concurrent client accounts (20+ total), tracking engagement, reach, CTR, and campaign KPIs weekly.
- Identified performance insights using Advanced Excel across 20+ client accounts, optimizing content strategy and increasing engagement by 25% within six months.
- Led ₹10 lakh digital campaign for 75K+ follower Rann Utsav account, improving engagement ~40–50%.

Brand Buzzar**July 2022 - April 2023****Sr. Social Media Strategist**

- Managed paid campaigns (Meta, Google), monitoring CTR, CPC, impressions, and conversion trends.
- Optimized audience targeting and budget allocation based on performance data.
- Built structured reports highlighting ROI trends and campaign efficiency.

Apidel Technologies**February 2022 - July 2022****PR & Social Media Manager**

- 360° Social media handling (From ideation, copywriting, captions, creative input, to posting and optimization) for Apidel and its subsidiary sister companies' social media accounts.
- Coordinated PR initiatives and analyzed campaign reach to evaluate brand exposure impact.

Trizone India**June 2020 - February 2022****Jr. Social Media Strategist**

- Developed and implemented comprehensive social media strategies in order to increase brand awareness and website traffic.
- Expanded client communities, established Twitter/Instagram presence, and produced daily content.
- Performed market research, and monitored the performance of all promotional campaigns.

Sony Mix**June 2017 - March 2020****Audiophile and Jr. Social Media Team Member**

- Shortlisted audio and suggested audio mixes.
- Collaborated on playlists and selected the best broadcast times according to available user and behavioral data.
- Created and posted social media creatives.

Vacanza Travels & Holidays**2013 - 2016****Human Resource & Graphic Designer**

- Handled and overviewed staff requirements, and managed important events and dates.
- Creating flyers, billboards, banners, tour packages for self-promotion.

FREELANCE EXPERIENCE**Buzz Up Marketing****September 2022 - December 2022****Freelance Graphic and AI Image Designer****Freelance Graphic Designer****2013 - 2016**

PROJECTS:

Case Study:

Tootsie Roll Industries, Inc financial and competitor analysis

Tableau Visual Research Project:

Analyzing How Gaming Affects Academic Performance

Research Paper:

Big Data Privacy Issues in Social Media: Data Ownership and the Influencer Economy

CERTIFICATIONS

SAP Student Recognition Award

-SAP University Alliances
-Webster University

Google Analytics Certification

-Google Skillshop

Applications & Use Cases Professional Certification

-RapidMiner

Data Engineering Professional Certification

-RapidMiner

Accounting Foundations

-NASBA

Excel for Accounting

-NASBA

Business Analytics Foundations: Descriptive, Exploratory, and Explanatory Analytics

-NASBA
-IIBA

Business Analytics Foundations: Predictive, Prescriptive, and Experimental Analytics

-NASBA
-IIBA

Excel: PivotTables for Beginners (2018)

-NASBA
-PMI

Statistics Foundations 1: The Basics

-NASBA

Statistics Foundations 4: Advanced Topics

-NASBA

Financial Forecasting with Analytics Essential

-NASBA

Excel: Using Solver for Decision Analysis

-PMI

Excel: Modeling for Beginners

-LinkedIn

Power BI: Dashboards for Beginners

-LinkedIn

Hands-On Data Science

-LinkedIn

Excel: Power Query for Beginners (2021)

-LinkedIn

Certification Legend:

IIBA®:

International Institute of Business Analysis™

NASBA:

National Association of State Boards of Accountancy

PMI:

Project Management Institute®