

Krati sharma

📍 Jaipur, India ✉️ sharmakrati984@gmail.com

Experience

Business Analyst • BR Softech Pvt.

Dec 2023 - Present

*Conducted market research specific to the iGaming and sports betting industry to identify trends, target demographics, and competitor analysis

*Analyzed player data within sports betting platforms to understand user behavior, preferences, and engagement patterns, optimizing game design and monetization strategies.

*Collaborated with cross-functional teams to gather requirements, define features, and analyze user feedback, improving sports betting software performance and user experience.

Graphic Designer • Freelancer

Jul 2023 - Dec 2023

Revitalized brand identities through the development of custom designs for logos, brochures, social media graphics, and other collateral, resulting in increased brand recognition and customer engagement.

Business Analyst • Emizen Tech Pvt

Feb 2023 - May 2023

budget and timeline constraints.

- Collaborating with cross-functional teams to develop and execute strategic marketing plans, resulting in increased brand awareness and customer engagement.
 - Conducting data analysis and market research to identify trends and opportunities, leading to the development of new product offerings and revenue streams.
 - Training and mentoring new team members to ensure adherence to best practices and drive continuous improvement.
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Education

Master of Computer Applications (MCA) • S.S Jain Subodh collage, Jaipur

Dec 2020 - Dec 2022

Computer Science • Grade: 9.6

Bachelor of Computer Science • Kanoria PG Mahila Mahavidyalaya

Aug 2017 - Dec 2020

Computer Science • Grade: 6.8

Higher Secondary • St. Angela Sophia Senior Secondary School

Aug 2015 - Oct 2017

Grade: 8.2

Achievements and Awards

Graphic Design

Aug 2023

- Created impactful and visually appealing logo designs for the Tanmay Sachin Foundation during my internship on Internshala.
- Demonstrated a keen eye for detail and an ability to translate complex ideas into creative and memorable logos.
- Received positive feedback from the foundation's leadership for my ability to meet tight deadlines and deliver high-quality designs.
- Contributed to enhancing the foundation's brand recognition and outreach efforts through visually striking logo designs.
- Actively engaged in brainstorming sessions and provided valuable input to ensure the logos aligned with the foundation's values.
- Successfully incorporated feedback from multiple stakeholders, resulting in logos that effectively embodied the essence of the Tanmay Sachin Foundation.

Skills

Tools & Technologies: SQL, Microsoft Excel, Power BI, Tableau, Jira, Microsoft PowerPoint,
Technical Skills: Proficient in Microsoft Office applications (Word, PowerPoint, Outlook). Intermediate to Advanced level MS Excel skills for data analysis, data manipulation, and reporting. Good understanding of data visualization techniques.,
Soft Skills: Problem-Solving and analytical abilities Communication and Teamwork Adaptability and quick learner Time management and organization