



Jyoti Chauhan

Operations leader with hands-on experience in managing teams and day-to-day execution within a digital marketing education setup. Skilled in coordinating academic, marketing, sales, and placement teams to ensure smooth operations and timely delivery. Background in digital marketing, sales, and entrepreneurship with a strong focus on efficiency, accountability, and scalable growth.

CONTACT :

☎ +919013834372
✉ jyotic14.1993@gmail.com

SKILLS :

- Operations Management – Overseeing day-to-day operations, ensuring smooth workflow.
- Team Collaboration – Working with designers, marketers, and content teams.
- Time Management & Deadline Control – Making sure all projects/campaigns are delivered on time.
- Training & Mentoring – Guiding new team members.
- Strategic Planning – Planning digital marketing operations to meet business goals.

EDUCATION :

- Multimedia
2010-2011
- BSC in Fashion Designing
2013-2016
- Advanced Digital Marketing
Masters Course
2023

EXPERIENCE :

Harnium & Delhi School of Internet Marketing (DSIM)

Head of Operations | Apr 2025 – Jul 2026

Promoted from Digital Marketing Manager to Head of Operations based on strong performance and leadership.

- Oversee end-to-end business operations across Harnium and Delhi School of Internet Marketing (DSIM).
- Lead cross-functional teams, including Sales, Marketing, Placement, Delivery, and PR, ensuring smooth coordination and operational efficiency.
- Drive strategic planning, process improvement, and day-to-day business operations to support organisational growth.
- Continue to oversee digital marketing initiatives, including organic social media, content strategy, website management, SEO, and brand campaigns.

Digital Marketing Manager | Jan 2024 – Apr 2025

- Managed organic social media marketing across multiple platforms to strengthen brand visibility and engagement.
- Planned and executed content strategy, including copywriting, creative coordination, and campaign planning.
- Led website development projects, coordinating with designers and developers to improve user experience.
- Managed SEO projects, including on-page optimisation, content planning, and performance monitoring.
- Coordinated brand photoshoots and marketing creatives to maintain a consistent brand identity.
- Worked closely with cross-functional teams to support lead generation and marketing campaigns.

FIS Global (Tesco Mobile UK Process) | Oct 2021 – Oct 2022

Customer Service Associate & Sales Associate

- Provided customer support to Tesco Mobile UK customers via live chat.
- Resolved customer queries related to billing, accounts, and mobile services.
- Transferred to the Sales team based on strong performance.
- Assisted customers with plan upgrades, new connections, and product recommendations.
- Consistently met customer service and sales performance targets.

Jyo's Closet | 2016 – Present

Founder

- Founded and managed a fashion brand, operating an offline retail store until 2020.
- Currently growing the brand through online sales and e-commerce.
- Managed end-to-end business operations, including production, inventory, customer service, and order fulfilment.
- Planned and executed marketing campaigns, social media, website management, and SEO.
- Handled vendor coordination, product sourcing, and business strategy.

Afrah by Sakshi Sehgal | May 2015 – Jul 2015

Fashion Designer Intern

- Assisted in the production of new garment designs.
- Coordinated with the store and production teams.
- Created fashion illustrations for new collections.
- Gained hands-on experience in customer interaction and retail operations.

Kazo | Apr 2014 – May 2014

Fashion Designer Intern

- Assisted designers and the production team throughout the product development process.
- Coordinated fabric sourcing and maintained TNA (Time and Action) sheets.
- Supported sample development and quality checks.
- Conducted market research on fashion trends and competitor products.