Jahaan Desai

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PROFILE

Product-focused MMS Marketing student with a BTech in AI & ML, interested in building intuitive consumer products at the intersection of technology, design and business, with a focus on understanding customer behaviour and experiences.

EDUCATION

SIMSREE(Sydenham Institute of Management Studies) **2025 – 2027**
M. M. S. Marketing | CGPA: 9.1 *Mumbai, India*

Dwarkadas J Sanghvi College of Engineering **2021 – 2025**
B.Tech in Artificial Intelligence and Machine Learning | 67.5% *Mumbai, India*

M.J. Junior College of Science **2019 – 2021**
96.67% *Mumbai, India*

Pawar Public School, Kandivali **2010 – 2019**
93.8% *Mumbai, India*

INTERNSHIP EXPERIENCE

Digital Marketing Intern at Kotak811 **Apr'26 - Oct'26**

- Benchmarked a competitor bank's newly launched product journey against Kotak811, identifying gaps from performance marketing and product perspectives
- Analysed user drop-off patterns across Meta, Google, Bing and affiliate channels, translating findings into budget and product-facing recommendations
- Built performance dashboards tracking user behaviour and campaign outcomes; presented insights to internal teams and external stakeholders
- Audited landing pages for user experience, compliance and campaign consistency; coordinated with internal teams and external agencies to address gaps

Market Research Intern at Ethia **Jan'26 - Feb'26**

- Conducted primary and secondary research for a startup's go-to-market strategy, using interviews and surveys to evaluate pricing assumptions and customer acceptance

POSITIONS OF RESPONSIBILITIES

SIMSREE Entrepreneurship Cell | Chairperson **2025 – 2027**

- Lead E-Cell initiatives and execution across events, partnerships, sponsorships, budgets and stakeholder coordination
- Initiated **Founders' Circle**, a platform in development connecting aspiring entrepreneurs with founders, mentors, investors and HNIs; driving ecosystem development and external partnerships

DJS ACM SIGAI | VCP Creatives **2023 – 2024**

- Led an eight-member creative team, shaping the committee's creative direction, social media content and online and offline presence

CERTIFICATIONS

Certified Lean Six Sigma Green Belt

CASE STUDY

WhatsApp Reminders (Independent Product Concept)
Developed V1 scope, UX flows and product success metrics for a concept feature for Whatsapp.
Surveyed 36 users; 91.7% reported forgotten or delayed follow-ups.

SKILLS

Product: User Research, Product Discovery, Competitor Benchmarking, UX Audits, Product Prioritisation
Marketing: Market Research, Campaign Analysis, Stakeholder Management
Analytics: Funnel Analysis, Drop-off Analysis, MS Excel, Power BI
Design and Creatives: Canva, Figma, MS Powerpoint
Soft Skills: Leadership, Ownership, Problem Solving, Attention to Detail, Cross-functional Collaboration