KHUSHI VIJAY

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Location: India | Willing to relocate

PROFILE SNAPSHOT

MARKETING, OPERATIONS, AI-DRIVEN GROWTH & STRATEGY PROFESSIONAL

Strategic and data-oriented professional with 2+ years of international experience spanning digital marketing, business operations, and AI-enabled workflows in London and India. Experienced in designing and executing multi-channel campaigns, managing cross-functional projects, supporting enterprise-level AI initiatives and delivering strategic insights that drive business decisions. Brings a strong analytical mindset combined with creative execution. Skilled at building content strategies, optimising workflows, or applying generative AI to real business problems. Seeks roles at the intersection of marketing, operations, and emerging technology within international organisations.

CORE ACUMEN

• Campaign Management	• Content Strategy & Creation	• Email Marketing & Automation
• SEO/SEM & Keyword Research	• Lead Generation	• Brand Activation
• Campaign Performance Analysis	• A/B Testing	• Social Media Marketing
• KPI Tracking & Performance Metrics	• Business Strategy	• Market Research & Consumer Insights
• Business Development	• Stakeholder Management	• Sales Strategy & Execution
• Strategic Thinking	• Customer Relationship Management	• Client Engagement & Retention
• Project Coordination	• Business Analysis	• Client Consulting & Presentations
• Prompt Engineering	• Context Engineering	• LLM Applications
• Generative AI	• AI Literacy	• AI Agent Workflows

TECHNICAL SKILLS

• Meta Business Suite	• Google Ads	• Google Analytics 4
• HubSpot CRM	• WordPress	• SEMrush
• Canva	• Mailchimp	• Notion
• SEMRush/Moz/Ahrefs	• Google AI Studio	• Google Stitch
• Vibe-Coding	• MS Office	• Google Workspace

ACHIEVEMENTS

- Increased qualified leads by 20% and improved sales conversion rates by 15% at AIESEC.
- Contributed to 15% revenue growth at NEXT Retail through consultative selling and targeted promotional campaign execution.
- Delivered 8 data-driven strategic recommendations at Ipsos with key initiatives being adopted immediately by leadership.
- Led a pan-India virtual event engaging 200+ participants and secured placements for Dubai Expo 2020 during the pandemic at AIESEC.

EDUCATION

- **MSc International Management |** King's College London, London, UK | 09/2022 – 09/2023
- **Bachelor of Commerce (Honours) |** Shivaji College, University of Delhi, Delhi, India | 07/2019 – 06/2022

CERTIFICATIONS

- Google AI Professional Career Certificate | Google
- Google AI Essentials Specialisation | Google
- Google Prompting Essentials Specialisation | Google
- Google Digital Marketing & E-commerce Certificate | Google — In Progress
- Digital Marketing Certification | Future Connect Training & Recruitment, UK
- McKinsey Forward Program | McKinsey & Company
- Project Management Fundamentals | Upskillist

CAREER TRAJECTORY

ORGANISATION	DESIGNATION	DURATION
Future Connect Media, London	Digital Marketing Trainee	10/2025 – 03/2026
Sigma.AI Data, London	AI Data Operations Analyst	05/2024 – 12/2025
NEXT Retail, London	Business Development Consultant	11/2023 – 12/2024
IPSOS, London	Junior Strategy Consultant	04/2023 – 08/2023

WORK EXPERIENCE

Digital Marketing Trainee | Future Connect Media, London | 10/2025 – 03/2026

- Created digital marketing content and social media creatives using Canva to support brand visibility and campaign objectives.
- Planned and executed multi-channel digital campaigns across Meta, Instagram, TikTok, and WhatsApp, driving measurable improvements in audience engagement and lead generation for client accounts.
- Applied AI-assisted tools and prompt engineering to accelerate content production and campaign workflows, reducing creative turnaround time while maintaining brand consistency.
- Monitored and analysed campaign KPIs (CTR, reach, engagement, conversions), translating data into actionable recommendations that improved overall campaign ROI.
- Deployed segmented email marketing campaigns via Mailchimp with personalised messaging, improving subscriber engagement and customer retention rates.
- Managed a multi-platform content calendar, conducted competitor and audience research, and contributed to monthly performance reports with strategic recommendations for future campaigns.

AI Data Operations Analyst | Sigma.AI Data, London | 05/2024 – 12/2025

- Managed high-volume AI training data (4,000+ records) with 96-97% precision while supporting machine learning model development.
- Contributed to 5+ generative AI projects (LLM training and multimodal data tasks) by delivering high-quality datasets, ensuring outputs met precision, compliance, and delivery standards.
- Implemented QA frameworks and workflow improvements that reduced operational errors and enhanced overall team output by 5%.
- Applied advanced multilingual expertise to improve transcription precision across diverse datasets, directly contributing to the development of more accurate and context-aware AI language models.
- Collaborated with cross-functional teams to align on delivery timelines, resolve quality bottlenecks, and maintain executional standards.

Business Development Consultant | NEXT Retail, London | 11/2023 – 12/2024

- Managed 100+ daily client interactions, building customer relationships by identifying needs and delivering solutions that improved retention, brand loyalty, and repeat purchase rates.
- Contributed to 15% revenue growth through consultative selling, proactive customer acquisition, and personalisation.
- Analysed customer behaviour, buying patterns, and sales trends to generate operational insights that supported merchandising strategy, promotional planning, and business development decisions.
- Supported the execution of in-store and digital promotional campaigns, improving customer engagement and brand visibility.
- Tracked weekly sales KPIs, identified performance gaps, and recommended corrective actions to line managers to sustain revenue targets throughout the engagement.

Junior Strategy Consultant | IPSOS, London | 04/2023 – 08/2023

- Conducted mixed-method research combining quantitative analysis, desk research, and 25+ structured stakeholder interviews to evaluate hybrid-work operations and workplace effectiveness.
- Synthesised research findings into insight summaries, identifying key operational gaps and translating them into 8 data-driven strategic recommendations for leadership.
- Collaborated within a 4-member consulting team to structure the research methodology, manage project timelines, and deliver client-ready outcomes within agreed deadlines.
- Prepared executive-level strategy decks and insight presentations that translated complex data into clear, actionable narratives for senior stakeholder decision-making.
- Applied structured problem-solving frameworks to evaluate business challenges across departments, building core consulting and analytical skills applicable across strategy and operations roles.

LEADERSHIP EXPERIENCE

SEO Content Intern | Extern, London | 05/2024 – 07/2024

- Used SEO tools, including SEMrush and Moz, to identify, analyse, and shortlist high-potential keywords relevant to the industry.
- Created 3 SEO-optimised blogs using AI-assisted content generation tools to improve digital visibility.
- Supported content strategy development by aligning keyword research with audience insights and search intent.
- Contributed to improving website content performance through on-page SEO practices, keyword research, and content optimisation.

Sales & Marketing Head | AIESEC, Delhi University Chapter, India | 08/2020 - 08/2021

- Supported sales outreach, stakeholder engagement, and relationship management to promote international exchange opportunities.
- Developed and executed multi-channel outreach campaigns via LinkedIn and WhatsApp, growing qualified lead pipeline by 20% and improving overall conversion rates through structured CRM management.
- Delivered virtual sales presentations, client engagement, and negotiation discussions, improving conversion rates by 15%.
- Led membership education and community engagement, enhanced by live AI pitching and training.
- Developed campaign messaging and marketing materials for 5 seminars and 3 promotional campaigns.
- Collaborated with global AIESEC chapters to align business development strategies and enhance programme visibility.
- Leadership & Event Experience: Spearheaded a pan-India virtual branding event engaging 200+ participants, increasing brand awareness and digital engagement across multiple platforms while directing 4 cross-functional teams across outreach, digital communications, and event operations to ensure consistent messaging and successful execution.