

SANJAY GAJIWALA

Marketing Communications / Logistics and Supply Chain Specialist

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OVERVIEW

Comprehensive experience with analytical tools to present current consumer landscape, implement 360-degree programs based on data, campaign, and brand objectives, to meet outlined KPI's.

EDUCATION

University of Southern California Master's Degree, Communication Management - <i>emphasis</i> Public Relations	May 2021
University of California at Berkeley Bachelor's Degree, Business Marketing - <i>emphasis</i> Media Studies	May 2013
Napa Valley College Associate's Degree, Natural Science and Mathematics	May 2011

EXPERIENCE

United States Army, Department of Defense **Fort Liberty (Bragg)- Fayetteville, North Carolina**
Inventory and Supply Chain Specialist, Logistics Department **September 2022 – Current**

- Operate transactions and maintain equipment for over 400 Soldiers in company, battalion, and brigade sized units, using SAP's Global Combat Support Systems (GCSS) software tool.
- Supervise requests, receipts, storage, issued items, and have accountability for entire organization's supply chain, facilitating expendable / durable materialized goods.
- Successfully manage three property books worth over \$30M USD of equipment and aircrafts for Army Ranger and Airborne Paratrooper units
- Post transactions to organization and installation property books and supporting transaction files, with 100% accuracy.

The Tennis Channel / Tennis.com, Sinclair Broadcast Group Inc. **Santa Monica, California**
Social Media Specialist, Marketing Department **January 2022 – September 2022**

- Used Google Calendar to develop social media schedules across all platforms, helping maintain events in an orderly manner.
- Used Hootsuite software to develop monthly social media reports with detailed insight and analysis, creating target marketing.
- Used Klout software to monitor traffic across all social platforms, interacting with the audience when appropriate, maintain viewership.
- Developed and executed social media and influencer strategies and campaigns, using TC website and digital ads (U.S. Open Finals).
- Assisted in recruiting, securing, and maintaining influencers to promote brand for partnerships (ex. Asics, Nike, Ralph Lauren, Rolex).
- Used Adobe Suites and Canva to develop creative marketing graphics for social media posts (ex. Facebook, Instagram, Twitter, Snapchat stories) for all 4 major Grand Slam Tennis Tournaments (Australian Open, French Open, Wimbledon, United States Open).

The Home Depot **Napa, California**
Frontend Manager, Operations Department **August 2020 – January 2022**

- Increased 15% revenue by driving consumer credit and creating strategic KPI's using business compliance.
- Helped reach annual sales goals by building financial solutions from business and commercial suppliers and vendors, accounting for 50% of store sales.
- Worked with HDX Supply, B2B Vendors, and HD Pro members, implementing firm values and merchandising strategy thereby keeping HD brand integrity and increasing 5% annual revenue.

AnanSys Software Inc. **Fairfield, California**
Business Relationship Manager, Communications Department **August 2017 – August 2020**

- Effectively sought out various mixers/conferences while using creative brand marketing platforms, allowing sales team to gain 10% on successful leads with adequate prospects.
- Developed relations with potential clients using CRM to increase leads and close deals, resulting in 10% increase in revenue through valuable enablement tools, from testimonials, feedback reviews, and case studies.
- Gained comprehensive knowledge of company's strategic business models, increased 10% revenue through pricing, products, sales, brand metrics, and campaigns, using marketing tools.
- Increased 10% ROI by implementing analytics process and leveraging marketing platforms (ex: website, mobile, apps, cloud).

United States Navy, Department of Defense **Newport, Rhode Island**
Military Officer, Surface Warfare Division **March 2016 – August 2017**

- Qualified Entry Control Point Officer, responsible for maintaining safety, logs, and records 24/7 from watch duty.
 - Force Protection Duty Officer for Artillery and Combat Systems, leading a squadron of 50+ in the Surface Warfare field.
 - Underwent physically intensive U.S. Marine Corps handgun and rifle training, resulting in armory certification for base command.
 - Certified at U.S. Naval War College, completed courses: History, Engineering & Weapons, Navigation, Seamanship, and Leadership.
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TECHNOLOGICAL SKILLS

Microsoft Office Suite	Macintosh iMovie	Evernote	Salesforce
Adobe Suite	Prezi	Macintosh Keynote	IBM SPSS
Google Ads	Trello	Ad Intel	SAP Qualtrics

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AWARDS AND HONORS

United States Army: Supply Chain and Logistics College, Quartermaster Certification- Fort Lee, Virginia (<i>Honor Graduate</i>)	2023
The Home Depot Homer Badge for excellent service and compliance with core values (<i>Honorary Recipient</i>)	2022
Academic and personal article publications on USC Annenberg Media official blog website (<i>Journalist & Publisher</i>)	2021
National Defense Service Medal recipient (<i>United States Military and DoD Government Official</i>)	2017
UC Berkeley Dean's List Scholar (<i>Student</i>) / CAL Military Veterans Club member (<i>Director of Events</i>)	2013
Phi Theta Kappa Honor Society (<i>Director of Events and Marketing</i>)	2012
NVC Track & Field, Runners Club, Chess Club, Tennis Club (<i>Founder, President, Member, Athlete</i>)	2011