

SHUBHAM JAWALKAR

Campaign Operations & Analytics Specialist | Data Visualization | VBA & Python Automation

Pune City, Maharashtra, India | 9021160556 | shubhamjawalkar9021@gmail.com
[linkedin.com/in/shubhamjawalkar-6bba33225](https://www.linkedin.com/in/shubhamjawalkar-6bba33225) | shubhamvijayjawalkar.github.io

PROFESSIONAL SUMMARY

Results-driven Campaign Operations & Analytics professional with 3+ years of experience managing end-to-end campaign lifecycles and MIS reporting. Skilled at translating complex datasets into actionable insights through Power BI dashboards, Python/Selenium automation, and advanced VBA/Excel solutions. Proven record of cutting reporting turnaround time, improving SLA adherence, and driving ROI through data-backed decision-making.

CORE SKILLS

- Power BI Dashboards
- VBA / Macro Development
- Python & Selenium (Web Automation)
- CRM & Database Management
- ROI & Performance Analysis
- Advanced Excel (Formulas, Pivots, Conditional Formatting)
- MIS / DSS / EIS Reporting
- SQL
- KPI / SLA Optimization
- Project Management Foundations (Certified)

PROFESSIONAL EXPERIENCE

Campaign Coordinator — CandorWorks India

April 2024 – Present

- Design, develop, and maintain Excel and Power BI dashboards tracking campaign KPIs, SLAs, ROI, and team performance, enabling faster, data-driven decisions for leadership.
- Automate MIS reporting workflows using VBA and SQL, cutting report preparation time by up to 40 minutes per report and eliminating manual errors.
- Collect, clean, and analyze large campaign datasets to identify performance trends, optimize targeting strategy, and improve operational efficiency and ROI.
- Produce daily, weekly, and monthly MIS reports monitoring SLA adherence, team productivity, and overall campaign health for management and client stakeholders.

Management Information System Executive — CandorWorks Pune, India

May 2023 – April 2024

- Delivered client-specific reports through in-depth data analysis, ensuring accuracy and adherence to individual client reporting formats.
- Maintained campaign-wise lead availability trackers and prepared lead delivery reports aligned to client specifications.
- Tracked and updated daily lead generation activity within an in-house CRM to support real-time visibility for the operations team.
- Applied advanced Excel formulas, functions, conditional formatting, and PivotTables alongside foundational VBA to streamline reporting.

KEY PROJECTS

Data Management Portal – Lead Management System

Built a Flask + DuckDB web application for managing, importing, and analyzing lead data, featuring role-based access control, multi-database support, audit logging, bulk actions, CSV/Excel import with duplicate detection, and interactive Chart.js analytics dashboards.

Tech: Python, Flask, DuckDB, Chart.js, Jinja2, openpyxl | [View on GitHub](#)

HRMS Portal – Human Resource Management System

2025

Developed a full-featured Flask-based HRMS covering employees, leave, payroll, recruitment, assets, ticketing, and onboarding through a single role-based portal, with Swagger-documented REST APIs and Docker deployment support.

Tech: Python, Flask, DuckDB, Jinja2, Bootstrap, Chart.js, Docker | [View on GitHub](#)

Sales Performance Analytics Dashboard (FTD & MTD)

Designed an interactive Excel-based dashboard tracking First-To-Date and Month-To-Date sales metrics across multiple regions, using advanced formulas, pivot tables, and visual trend charts to cut manual reporting effort and improve stakeholder visibility.

Tech: MS Excel, Advanced Formulas, Pivot Tables, Data Visualization | [Watch Demo on LinkedIn](#)

EDUCATION

Sikkim Manipal University – Distance Education

May 2026 – May 2028 (In Progress)

Master of Business Administration, Information Technology

Savitribai Phule Pune University

July 2022 – June 2025

Bachelor of Business Administration – Computer Applications (Computer Programming, Specific Applications)

Maharashtra State Board of Technical Education, Mumbai

High School Diploma

Maharashtra State Board of Technical Education, Mumbai

Middle School Diploma

CERTIFICATIONS

- Project Management Foundations