

KRISHNA SHAH

San Francisco,
California

Phone: +1 (415) 420 2609

Email: krishna_shah@msn.com

Objective

MBA (Class of 2018) candidate with a marketing and healthcare professional experience seeking opportunities to help organizations solve critical and complex business problems

Skills & Expertise

- Experienced in design and conducting Qualitative and Quantitative Market Research
 - Strong at Data Analytics and generating actionable insights from data
 - Lead and Campaign Management through Pardot and Salesforce
 - Business Process Reengineering and Improvement
 - Solid at developing Forecasting and Budgeting Models
 - Experience in web content development and management
 - Excellent at PowerPoint, Excel, Access
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Education

College of Business San Francisco State University, San Francisco, CA

Master in Business Administration, Aug 2016 – Present

S.N.D.T. Women's University, India

Master in Food Science and Nutrition, 2010-2012.

Professional Experience

Eat Right with Krishna Shah

Aug 2012 – Present

Role: Founder

- Established an online nutrition consulting company and page on Facebook, to deliver nutrition consulting and weight loss programs virtually to clients across US and India
- One-on-one nutrition counseling and creating customized diet plans for each of my patient. 25+ successful weight loss clients
- Created, designed and posting content related to nutrition information on Facebook having more than 1900 followers

Plantz St: An Online Culinary Gym, San Francisco, CA

Dec 2014 – Jan 2016

Role: Digital Marketing Consultant

- Marketing with focus on targeting the plant-based community across US geography
- Developed and managed the brand of Plantz.St: An online culinary gym
- Created and managed nutrition and marketing content for the online business resulting in ~ 20% increase in revenue
- Managed social presence on Facebook, Instagram and nutrition portals enhancing social map

Kellogg's India Pvt. Limited, Mumbai, India

Oct 2012 – Mar 2014

Role: Associate Marketing Consultant

- Designed the “India Breakfast Habit Study” research and analyzed the data for consumer insights, campaign success, market segmentation and targeting
- Lead the nutrition team in conjunction with core marketing team to launch a nation-wide brand building campaign “India Breakfast Habit Study” receiving nationwide media and [press coverage](#)
- Prepared dashboards on Tableau and presented extensive competitive reports for senior leadership team to understand market landscape-comparing nutrient deliveries, product claims, food composition etc. of various Kellogg's products to other brands in the market
- Lead a team of nutrition associates in the building content and launch of website myspecialK.co.in resulting in 50,000 women registering and more than 600k diet plan downloads
- Developed educational material, PowerPoint presentations, collateral's etc. for "School Breakfast Program" targeting 400,000 school kids pan India
- Trained promoters and dietitians and successfully executed 8 Key Accounts Activation for the sales team

Kellogg's India Pvt. Limited, Mumbai, India

Mar 2012- Oct 2012

Role: Marketing Intern

- Conceptualized and analyzed the fact sheets for breakfast habits across Indian geography
- Assisted the Portfolio Managers across brands for analyzing and conducting primary market research like personal interviews and focus group discussions
- Assisted the legal team with technical inputs for Marketing Nutritional Claims

Indira Gandhi National Open University, Mumbai, India

Aug 2012- Dec 2013

Role: Guest Lecturer

- Administered and delivered modules on “Advance Nutrition” and "Public Health Nutrition" for first and second year Food science and Nutrition masters students

Research Papers

- Association of Food Scientists and Technologists, India: Presented a paper at IFCOST on “Product development of a Malted Food Beverage”
- Nutrition Society of India: Presented a joint paper on “Breakfast Habit across Indian Metro Cities” at National Institute of Nutrition, India

Achievements and Honors

- **President**, Net Impact College of Business SFSU Chapter, 2017
- **Vice President**, Net Impact College of Business SFSU Chapter, 2016
- **Panelist**, Ethics Week at College of Business SFSU, 2016
- **Student Board Member**, [Center for Ethical and Sustainable Business](#)- COB SFSU, 2017
- **Associate Award**, of the month at Kellogg's India Pvt. Ltd