

Harsh Jhaveri

Growth Marketer

Creative and data-driven growth marketer with a deep focus on cryptocurrency, blockchain, and equities. Bringing forth a proven track record of scaling companies through innovation and an ability to self-teach & gain knowledge in unknown frontiers. Looking forward to bringing my entrepreneurial experience, discipline, and critical thinking skills to provide results.



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📍 Belgium & USA

WORK EXPERIENCE

Co-Founder BrowsPop.com

03/2020 - 12/2021

New York, USA

E-Commerce store selling direct-to-consumer painless beauty products

Achievements/Tasks

- Generated \$230,000+ (USD) in revenue with over 9k+ customers & 13k+ email subscribers. Achieved a conversion rate of 3.2%, beating industry standards of 2%
- Created and executed Facebook Ad Campaigns, Google Search Campaigns, and Amazon Key Word Campaigns. A 3.2x Return On Ad Spend (ROAS) achieved in the 1st month
- Organically grew sales by creating a vibrant community of loyal customers through Facebook Groups, Email Marketing Campaigns that included contests/giveaways, SMS marketing, and public relations
- Optimized logistics and customer-service operations reducing lead time to below 12 hours

Diamond Marketing & Sales Amjay Cutting Works

01/2015 - 03/2020

Antwerpen, Belgium

Family-Business of rough diamond manufacturing & jewelry. Amjay Cutting Works is a division of the parent company Zodiac JRD-MKJ Ltd

Achievements/Tasks

- Launched a new B2C division, selling engagement diamond rings to retail customers using guerrilla growth marketing tactics
- Managed a \$1,500,000/month (USD) budget for the purchasing department and office logistics
- Created monthly reports and financial models with key metrics to analyze sales, profitability, and efficiency
- Critical thinking skills and social skills used to gauge market direction and prices in a opaque and non-transparent market

CERTIFICATES

Gemological Institute Of America (06/2014 - 12/2014)

Licensed Real Estate Broker in New York City
(07/2010 - 08/2013)

EDUCATION

Double Major: B.A. Political Science & B.A. International Studies University of Michigan

09/2009 - 06/2013

Ann Arbor, Michigan

SKILLS

Visual Design

Infographics

Excel

Content Creation

Crypto Analyst

Quantitative Analytics

On-Chain Analyst

Google Analytics

Facebook Ads

Email Marketing

Time Management

Multi-Tasking

Data Analysis

Brand Management

CYRPTOCURRENCY EXPERIENCE

Quantitative Crypto Analyst Technical Trader

03/2015 - Present

Tasks/Achievements

- Investing in crypto currency projects & tokens using technical analysis and on-chain metrics
- Deep knowledge of the blockchain, tokenomics, Non-fungible tokens (NFTs)
- Active in DeFi protocols with knowledge in farming, staking, and optimizing yields using de-centralized exchanges

LANGUAGES

English



Hindi



French



Dutch

