Yash BAHADE

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EDUCATION

EDHEC Business School – Programme Grande Ecole — Lille, France
Double Degree Master's in Management / MSc in Marketing Analytics — Aug 2023 – Dec 2026
Models in Marketing, Advanced Consumer Psychology, Customer Lifecycle Management, Fundamentals of GenAI

MIT World Peace University — Pune, India
Bachelor of Technology - Mechanical Engineering — Aug 2018 – Aug 2022
Product Life Cycle Management, Product Design & Development

WORK EXPERIENCE

ESTEE LAUDER COMPANIES — Paris, France
E-Retail Assistant EMEA — Mar 2025 – Aug 2025

- Led monthly e-retailer performance reporting across 18+ EMEA markets, identifying growth drivers and risks to support regional decision-making.
- Co-developed an Excel-Gaia automation tool, reducing manual SKU upload time by 60%+ and accelerating product launches across EMEA.
- Partnered with eKAM teams across 22 affiliates to execute campaigns, deploy assets, and share best practices for seasonal launches.

AMURA MARKETING TECHNOLOGIES — Pune, India
Digital Marketing Intern – Account Management Team — Oct 2022 – Jan 2023

- Created custom KPI dashboards for Account-Based Marketing clients, enhancing data-driven decision-making.
- Generated EUR 165,000 worth of leads using LinkedIn Sales Navigator, boosting brand awareness for a SaaS company.
- Increased audience reach by 15% through targeted email campaigns for 10 clients using HubSpot and Mailchimp.

FROZEN CREATION — Pune, India
Marketing Head — Oct 2019 – Jan 2022

- Managed a marketing agency serving 25+ clients across 6 Indian cities, executing 90+ diverse projects.
- Achieved 45% average social media growth for 8 clients and gained 1000+ YouTube subscribers for an automotive client.
- Led a team of 7, delivering high-quality marketing solutions across various industries.

ACADEMIC PROJECT WORK

EDHEC Business School — Lille, France
Ubisoft Challenge - — Sept 2025 – Nov 2025

- Designed a franchise and content growth strategy for Ubisoft using player lifecycle insights and competitive benchmarking.
- Translated market and community insights into actionable content and engagement recommendations to drive long-term franchise value.

L'Oréal (La Roche Posay) – Business Development and Innovation Challenge — Jan 2024 – Mar 2024

- Conceptualized an innovative sunscreen product for the EUR 1.2 billion European market.
- Created a multi-channel strategy to reach 66% of target customers preferring online shopping.

Proctor & Gamble (Ninjamas) – Marketing Challenge — Sep 2023 – Dec 2023

- Analysed market and competitors, identifying growth opportunities in a EUR 100 million segment.
- Developed multi-channel strategy with influencer partnerships, projecting 30% brand awareness increase.

ACHIEVEMENTS

Association:

- **Core Member – Indian Student Body Project (EDHEC Business School, Lille)** — Sep 2025 - May 2026
  Led student-support initiatives for Indian students by organizing multi-event programs on visas, gap years, and internships, engaging 100+ participants across the academic year.

Patent: — Jul 2022

- Conceptualized and successfully patented "A secured under-seat storage lock for two wheelers" demonstrating innovation in 2 wheelers security solutions.

SKILLS

Analytics & Tools: SQL, Power BI, Microsoft Excel, Google Analytics, Similarweb, Brandquad, Gaia

Marketing Platforms: Meta Ads Manager, Google Ads Manager, Shopify, LinkedIn Sales Navigator

Creative: Adobe Premier Pro, Adobe Photoshop, Canva

ADDITIONAL INFORMATION

Languages: French (A2), English (C2), Hindi (C2), Marathi (C2)

Certifications: The Inside LVMH Certificate | Fundamentals of Digital Marketing (Google) | Power Platform Fundamental (Microsoft)