

Gayathri Unnithan

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SUMMARY

MBA Finance & Business Analytics candidate with 11 months of experience in financial data tracking, revenue analysis, expenditure monitoring, reconciliations, invoicing, and TDS/GST support. Managed and optimized marketing budgets scaled from **Rs. 9.6 lakh to Rs. 20 lakh** per month, maintaining approximately **4.0x ROAS** and generating up to **Rs. 80 lakh** in monthly sales. Seeking to transition into Financial Analysis, FP&A, Credit Analysis, Risk, or Underwriting.

EXPERIENCE

Levelupforwomenn

Oct. 2025 – Sept. 2026

Performance Analyst

Gurugram, India

- Scaled and optimized monthly marketing budgets from **Rs. 9.6 lakh to Rs. 20 lakh** (a **108% increase**), sustaining **4.0x ROAS** and driving up to **Rs. 80 lakh** in monthly sales at the current budget level
- Analyzed and maintained sales and revenue records of **up to Rs. 3 crore**, delivering daily performance visibility across **3 business accounts** to support data-driven decision-making
- Monitored ROAS, ROI, and conversion rates across **3 business accounts** and multiple concurrent campaigns, translating expenditure and performance data into monthly budget forecasts
- Streamlined marketing-related financial operations – expenditure tracking, invoice processing, and payment initiation – across **3 business accounts**, ensuring accurate and audit-ready financial records
- Executed monthly bank reconciliations across **3 business accounts**, maintaining accurate transaction records to strengthen financial reporting integrity
- Computed monthly salary deductions and TDS amounts, maintaining supporting documentation and coordinating with accountants to ensure on-time TDS filing and compliance
- Calculated monthly GST liabilities and partnered with accountants to ensure accurate, on-time compliance filing
- Leveraged Google Sheets, Trackocity, and Meta Business Manager to run daily KPI tracking, expenditure analysis, and campaign performance reporting across **3 business accounts**, informing monthly budget estimation

EDUCATION

Lovely Professional University

Expected 2027

Master of Business Administration – Finance & Business Analytics

Amity University

2025

Master of Science

Noida, India

Lovely Professional University

2023

Bachelor of Science

Punjab, India

FINANCE & ANALYTICS SKILLS

Financial Analysis : Revenue Analysis, Expense Analysis, Financial Reporting, ROI Analysis, Profitability Analysis, KPI Analysis, Financial Data Analysis

Accounting & Finance Operations : Bank Reconciliation, Invoicing, Payment Processing, TDS, GST Calculation, Financial Record Management

Business Analysis : Budget Monitoring, Budget Estimation, Trend Analysis, Performance Analysis, Data Interpretation, Management Reporting

Tools : Microsoft Excel, Google Sheets, Meta Business Manager, Trackocity

Currently Developing : Advanced Excel, Financial Modeling, Power BI, SQL, Zoho Books

CORE COMPETENCIES

Financial Analysis ■ Numerical Analysis ■ Data Accuracy ■ Attention to Detail ■ Analytical Problem Solving ■ Documentation ■ Business Performance Analysis ■ Financial Record Management ■ Cross-functional Coordination