

EESHAN JAMI

Ecommerce and digital growth for craft led brands

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I build and run online stores for brands whose value lives in how things are made. The work is site speed, conversion and being found accurately in search and in AI answers, without ever letting a claim outrun the product.

EXPERIENCE

2023 TO 2024
12 MONTHS

MARTIZY

STORE MANAGER • APPAREL ECOMMERCE

- Held the storefront for a full year: catalogue structure, product pages, pricing and inventory updates, promotions and site maintenance.
- Ran the listing workflow end to end, from image selection and copy through variant setup and collection merchandising.
- Single point of contact for the store, so every fix, launch and change on the site passed through me.

2023 TO PRESENT

JAMI AND CORP

CO-FOUNDER • GROWTH AND ECOMMERCE LEAD

Digital studio for aesthetics led brands: heritage menswear, apparel, interiors, furniture and lighting design.

HINDOSTAN ARCHIVE *heritage menswear on Shopify, sold to India, the US, the UK and Australia*

- Cut page load time by roughly 45 percent and moved Core Web Vitals from failing to passing.
- Raised store conversion from 0.35 to 0.45 percent, a 29 percent gain, by reading session recordings and removing the friction they exposed rather than guessing at it.
- Grew organic clicks 112 percent and impressions 86 percent through technical SEO and structured product data.
- Established one authoritative brand entity so AI assistants stopped repeating conflicting facts about the label. AI visibility index moved from 14 to 25.

TRU DESIGNS *full site rebuild, then retained for search, AI visibility and social*

- Replaced a slow, half broken site carrying dead pages and unusable flows with a working storefront and a clean path from browse to enquiry.
- Client expanded the engagement after launch to search, AI visibility and social.

ANANTAYA DECOR *generative engine optimisation*

- Restructured the brand's public information and product data so ChatGPT and other AI assistants answer questions about the label accurately and on brand.

AKFD STUDIO *furniture and lighting*. Speed optimisation and interface experience across the site.

AIUNT *social media*. Content planning, publishing and community response.

JUN 2022 TO DEC
2023

APERIO CLOTHING

FOUNDER

- Built an apparel label from nothing and ran it end to end: product, storefront, pricing, fulfilment and customer contact. INR 3,00,000 in revenue.

APR TO JUN 2025

RR CORP

BUSINESS DEVELOPMENT INTERN

- Market and competitor research feeding marketing decisions, plus presentations and dashboards built for management reporting.

PRACTICE

Ecommerce and conversion. Shopify storefront management, product and collection merchandising, session recording analysis with Clarity and Hotjar, landing page and checkout testing.

Performance. Core Web Vitals, Lighthouse and PageSpeed diagnosis, image and script optimisation, theme level fixes.

Search and AI visibility. Technical SEO, structured data and schema, brand entity consistency, generative engine optimisation for ChatGPT and AI search.

Measurement. Google Analytics 4, Search Console, dashboard and reporting builds. Google Business Intelligence Specialization.

TOOLS

Shopify ♦ Google Analytics 4 ♦ Google Search Console ♦ Microsoft Clarity ♦ Hotjar ♦ Canva ♦ Looker Studio ♦ Microsoft Excel

EDUCATION

TETR COLLEGE OF BUSINESS

Undergraduate business, 2026 to 2029

CHIREC INTERNATIONAL SCHOOL

Senior Secondary, Hyderabad, 2024 to 2026

RECOGNITION

TOP 18 UNDER 18 ENTREPRENEUR

Bower School, selected from over 1,500 applicants, 2025

ISB I-VENTURE ENTREPRENEURSHIP PROGRAMME

Indian School of Business, 25 selected from 300, 2024

EESHAN JAMI

FULL PROFILE • ADDITIONAL VENTURES, INTERNSHIPS, LEADERSHIP, AWARDS AND PROJECTS

ADDITIONAL VENTURE

SCALE SPACES • Co-founder

2026 TO PRESENT • INDIA

Spatial visualisation and prop-tech venture. Building a product that projects life-size floor plans so clients can walk through a layout before construction begins.

JAMI AND CORP • revenue note

MAY 2024 TO PRESENT

Studio work has contributed to INR 40 lakh+ in tracked client revenue across engagements. Figure combines several clients and time periods; ask for the breakdown by brand.

ADDITIONAL INTERNSHIPS

AIG Hospitals • Appreciationship Programme

MAY 2025 • HYDERABAD

Short exposure programme to large-scale institutional operations and stakeholder management.

Insight Assess • Business Development Intern

OCT TO DEC 2024 • HYDERABAD

Supported growth initiatives through business development research and outreach.

International MUN • Student Campus Ambassador

OCT TO NOV 2024 • INDIA

Represented the organisation and supported outreach activities.

TheMUN • Event Organizer

SEP TO NOV 2024 • HYDERABAD

Assisted with conference planning and on-ground coordination.

Muskurahat Foundation • Crowdfunding Intern

AUG TO SEP 2024 • INDIA

Completed crowdfunding coursework and supported a campaign that raised Rs 30,010 for children in need.

LEADERSHIP AND CAMPUS INVOLVEMENT

Terra International MUN • Head of Marketing

JUN TO AUG 2025 • INDIA

Master Grade Racing League • Finance and Sponsorship Head

AUG 2025 TO MAR 2026 • INDIA

CHIREC Finance Club • Co-founder and Vice President

AUG 2025 TO MAR 2026 • HYDERABAD

CMUN • Community Organizer, Finance

JUN 2025 TO MAR 2026 • HYDERABAD

Chirec Hackathon • Co-organizer

JUN 2025 TO MAR 2026 • HYDERABAD

TEDxCHIREC • Head of Finance

APR 2025 TO MAR 2026 • HYDERABAD

Managed sponsorships, invoices and MoUs for the event.

CHIREC International School • Prefect

APR 2024 TO MAR 2026 • HYDERABAD

Interact Club • Member

APR 2024 TO MAR 2026 • HYDERABAD

ECHO Club • Head of Marketing

SEP 2024 TO JUN 2025 • HYDERABAD

Led the marketing team for the school publication.

ATAL Lab • Lab Head

SEP 2022 TO MAR 2024 • BANGALORE

School Table Tennis Team • Head

MAY 2023 TO FEB 2024 • BANGALORE

Represented the school in CBSE cluster competitions.

Event Organising Committee • Head

2022 TO 2023 • BANGALORE

Led a team to plan and execute school events with 3,000+ attendees.

FURTHER AWARDS AND CERTIFICATIONS

State-Level Finalist, TCS InQuizitive 2025

AUG 2025 • INDIA

Top 6 finalist team from 500+ teams and 1,000 participants.

Cath Con 2024 • Certificate of Distinction, Top 10

2024 • MUMBAI

Senior category, Cathedral Hackathon.

TATA Crucible Campus Quiz 2024

SEP 2024 • INDIA

Certificate of participation.

HPS Young Preneurs 2024

2024 • HYDERABAD

Business plan pitch, team leader for Innovate X.

Google Business Intelligence Specialization

NOV 2024 • GOOGLE

Includes: Foundations of Business Intelligence, Data Models and Pipelines, Decisions Decisions: Dashboards and Reports.

PROJECTS

Sri Sri Ravishankar Vidya Mandir • STEM builds

2023 TO 2024 • BANGALORE

Drone built from scratch with camera applications. Rocket working model (Akash Ganga) with parachute system, featured in The Times of India. RFID attendance and door lock systems. Ionic thruster (Inspire Award), laser security system, automatic irrigation system, Raspberry Pi smart assistant, smart weighing machine, rover and lander.

VOLUNTEERING

CHIREC • Event Organizer

OCT 2024 • HYDERABAD

Organised an entrepreneurship workshop for grades 6 to 8.

Veni Rao Foundation • Student Volunteer

2024 • INDIA

Robin Hood Army • Volunteer

2024 • INDIA

Fueladream / Cuddles Foundation

DEC 2024 TO JAN 2025 • INDIA

Crowdfunding campaign providing monthly ration baskets to children fighting cancer in Telangana.

Interactor

2024 TO 2025 • CBSE, INDIA

PUBLICATIONS

Redefining Business Success: Integrating Purpose and Environmental Stewardship into Entrepreneurial Models

DEC 2025 • IJIRT