

TAJWAR JIM

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[Brand Web](#) | [Project Display](#) | [LinkedIn](#)

EDUCATION

St. John's University, Tobin College of Business | New York, NY

June 2027

Bachelor of Science in Finance | GPA 3.1

Relevant Coursework: Corporate Financial Analysis, Financial Accounting & Reporting, Business Analytics, Investments, Foundations of Finance, Modern Statistics

BUSINESS EXPERIENCE

Aeros Boxing | Founder | Queens, NY

January 2024 - Present

- Scaled my direct-to-consumer brand from launch to **\$20.5K in gross revenue across 149 orders in its first month** on **1,798 site sessions and 890 checkouts**, at **nearly 70% gross margin at full price**, while owning the full P&L: pricing, unit economics, working capital and demand planning.
- Designed the entire product line in-house across **20+ product and packaging prototype rounds** over 2 years, securing the **trademark** on the resulting designs.
- Finalized products on a **6-day sourcing trip to China with 2 suppliers**, validating construction and materials across daily prototype rounds, then negotiating manufacturing and freight on cost, quality and lead time.
- Opened a **B2B wholesale channel** supplying a 2-location boxing gym.
- Co-created a documentary series with a **112K-follower production studio** and recruited **competing fighters to train in and review the gloves on camera**, turning that footage into paid creative and driving sales through the studio's ambassador commission.
- Directed every paid ad in-house - **structuring, art-directing and publishing all video and still creative** with a hired team of videographers, photographers and editors - growing Instagram **from 0 to 4,000 followers, 500K+ views in 30 days** and a video past **130K views**.
- Built a **1,000+ subscriber early-access list** pre-launch and a **10+ ambassador program** on commission-based payouts, now driving **over 25% of total sales**.

PROJECTS

Dynamic Financial Model | Excel

September 2025 - Present

- Built a driver-based financial model forecasting **2 production cycles** from a single assumption set, flexing P&L, cash timing and working capital across **3 demand scenarios**.
- Stripped a non-repeatable launch spike from the forward demand rate, correcting a run-rate **overstated by roughly 40%** and preventing an over-commitment of inventory capital.

Interactive Sales Dashboard | Excel, Shopify Admin API

January 2026 - Present

- Automated KPI reporting over order-level Shopify Admin API data, replacing manual tracking with a filterable dashboard of revenue, orders, average order value and discount rate by variant and channel.
- Quantified a **4.6x gap in revenue per advertising dollar** between owned and paid traffic, reallocating budget toward the higher-return channel.

Marketing & Customer Acquisition Analysis | Excel, Meta Ads Manager

October 2025 - Present

- Reconciled **\$3,971 of paid media** across 3 ad sets and 29 creatives against store transactions to calculate true customer acquisition cost (CAC) and return on ad spend (ROAS), diagnosing a **16% checkout completion rate** against a 40-60% benchmark.
- Proved recycled creative delivered **33 of 38 conversions at 3.4x lower acquisition cost**, redirecting spend away from new builds.

Inventory & Supply Chain Tracker | Excel

September 2025 - Present

- Built a variant-level demand planning model setting statistical safety stock and reorder points at a **95% service level**, identifying supplier lead time as the binding constraint and dating the latest viable reorder per variant.

WORK EXPERIENCE

NYC Department of Education | Queens, NY | Paraprofessional

March 2024 - June 2026

- Supported instruction across classrooms of **30+ students**, delivering individualized support to students with disabilities.
- Partnered cross-functionally with clinical teams to design and track intervention plans for underperforming students against measurable benchmarks.

SKILLS

Finance & FP&A: Financial modeling, driver-based forecasting, P&L ownership, budgeting and variance analysis, scenario analysis, unit economics, KPI reporting

Excel: PivotTables, XLOOKUP, INDEX/MATCH, SUMIFS, nested IF, data validation, conditional formatting, dashboard design

Analytics & Operations: Shopify Admin API, Meta Ads Manager, Google and TikTok Ads, funnel and cohort analysis, customer acquisition cost (CAC), ROAS, A/B testing, international sourcing and vendor negotiation (China), demand planning, inventory management