

TECHNICAL SKILLS

Python, SQL, Advanced Excel, Tableau, SPSS, Google Analytics, Google Tag Manager, Google Ads, A/B Testing, Semrush, Bloomberg Terminal

EDUCATION**FORDHAM UNIVERSITY, GABELLI SCHOOL OF BUSINESS**

New York, NY

MS, Marketing Intelligence, December 2023

2022–Present

Relevant Courses: Marketing Analytics, Data-Driven Marketing, Consumer Behavior, Digital Marketing Analytics, Research Methods**Graduate Assistantship:** Fordham Law School, Career Planning Center, Spring 2023, Gabelli Office of Graduate Admissions, Summer 2023**Leadership:** Board Member for Fordham Graduate Marketing Society and South Asian Business Association**SP JAIN SCHOOL OF GLOBAL MANAGEMENT**

Sydney, Australia

BBA, Marketing

2018–2021

Leadership: Student Ambassador, Dubai Campus, 2018-2019; Vice President, Entrepreneurship Club, 2019-2020**Degree program spanned three countries:** Mumbai, India, Dubai, United Arab Emirates (UAE) and Sydney, Australia**EXPERIENCE****Our Next Energy (ONE)**

Novi, Michigan

Fall 2023 Digital Marketing Intern

September 2023–Present

- Implemented Google Tag Manager to track website CTAs and other events, enabling enhanced data tracking and analysis that informed strategic decisions, including optimizing CTA placement and improving UX, leading to a 18% increase in inbound leads
- Enhanced SEO strategy through comprehensive keyword research using SEMrush, optimizing content, meta tags, and header tags, to increase product and company visibility, resulting in achieving first-page search engine rankings
- Executed targeted digital campaigns for investor and customer engagement through paid search (Google Ads) and paid social media (LinkedIn and YouTube), conducted A/B testing for audience optimization, resulting in a 30% increase in inquiries

SOCIOWASH MEDIA PRIVATE LIMITED

Mumbai, India

Account Executive

March 2022–July 2022

- Led organic social media content for a Proctor & Gamble brand, Oral-B India, and a subsidiary of Paramount Global, Viacom18 Studios impacting a 25% increase in brand engagement and a 15% growth in followers during the campaign period
- Developed monthly reports analyzing performance metrics, informing the formation and implementation of new strategies that delivered a 10% increase in conversion rate and 30% boost in brand searches
- Collaborated cross-functionally to execute film promotions, product launch, and influencer marketing campaigns, resulting in a 30% increase in reach and 20% surge in social media impressions
- Analyzed product performance data, utilizing marketing models and trend forecasting techniques to identify key market trends leading to a 20% improvement in advertising ROI and a 15% increase in overall campaign effectiveness

SANDWATER PARTNERS

Mumbai, India

Business Analyst – Founding team

June 2020– Feb 2022

- Advised small businesses, NGOs, and startups on Go-to-Market strategy, resulting in 17% average revenue growth for clients
- Created marketing collaterals for B2B & B2C clients to derive leads and targeted average sales growth by 25%
- Implemented business strategies, managed projects and allocated budgets, generating 20% increase in customer acquisition and 3% cost reduction

FUTURE GENERALI INDIA INSURANCE

Mumbai, India

Brand and Marketing Communications Intern

June 2021–December 2021

- Conducted competitive analysis of top five general insurance companies, leading to the implementation of targeted communication strategies, including affiliate marketing and PR, resulting in a 12% increase in brand recognition across all channels
- Reviewed and strategized the marketing collateral produced by creative agency for a \$1Mn media campaign featuring a music video and an outdoor campaign that garnered a response of 500k views in 48 hours
- Coordinated externally with Amazon and vendors to oversee the production and packaging of co-branded masks for an award-winning Mental Health CSR Campaign, resulting in a 25% increase in website traffic during the campaign period

PROJECTS**GOOGLE ANALYTICS & ADS - Lost in NYC Blog**

Spring 2023

- Leveraged Google Ads to successfully drive targeted traffic to Lost in NYC blog, leading to a daily increase of 2.3k impressions
- Analyzed Google Ads KPIs, including keyword search, clicks, and quality score, to gain valuable insights and optimize the blog for engagement, leading to a 5.4% improvement in click-through rate
- Utilized Google Analytics to measure user engagement and demographics, leveraging the insights to develop targeted marketing strategies that resulted in a 40% increase in blog subscribers
- A/B tested ad groups across content categories, achieving a 60% increase in new readers and conversions, while reducing the bounce rate by 18%

TABLEAU & EXCEL – Marketing Analytics - Hershey’s

Fall 2022

- Utilized data sets to conduct pre-launch analysis, monitored a 12-week media campaign, and provided post-campaign analysis with recommendations for Hershey's new product launch
- Monitored the media campaign through weekly trend analysis on various metrics and created a comprehensive Tableau dashboard, enabling data-driven decision-making to derive insights
- Ran post-campaign analysis including comparing KPI benchmarks with previous campaigns, determined product success through predictive analysis, and provided valuable feedback to Hershey’s for future marketing efforts

SPSS & EXCEL – Data-Driven Marketing - Puma

Fall 2022

- Leveraged SPSS to review and aggregate raw data, identified 4 variables, and ran cluster analysis to find relevant customer segments, leading to the identification of a high-potential segment with a 25% higher purchase intent
- Presented findings on how to increase Puma’s sportswear profitability by tiering customers and prioritizing high frequency purchasers