ABISHEK NARAYANAN

CORE COMPETENCIES

FUNCTIONAL PROFICIENCY

Power BI · Tableau · Alteryx · SQL · Salesforce · Qualtrics · MaxQDA · SPSS · Optimizely · Adobe Analytics · GA4 · HubSpot · JIRA · Confluence · Adobe Workfront · WordPress

M365 PROFICIENCY

Excel · Word · PowerPoint · Power Automate · Lists · Planner · OneNote · SharePoint

FOCUS AREAS

Market Research

Competitive Intelligence

Voice of Customer (VoC) Analyses

Performance Reporting Reviews

Data Harmonization & Visualization

Product Strategy & Roadmaps

Campaign Measurement

Omnichannel Marketing

Personalization & Experience

Audience Segmentation

CERTIFICATIONS

SQL for Data Analytics - 2025

MS Data Analyst PL-300 - 2025

Tableau Desktop Specialist - 2025

HubSpot Content Marketing - 2024

Google Analytics 4 - 2023

TRAININGS

MS Excel - Analytics Workshop

Project Management Development

Insights Generation for Strategy

Digital Marketing Analytics Bootcamp

Marketing Data & Insights Analyst | Consumer Insights | Marketing Analytics | Market Research | Product Marketing

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SUMMARY

Results-driven marketing professional with 5 years of experience delivering actionable insights to shape business strategy. Armed with dual master's degrees and expertise in marketing analytics and market research, I specialize in translating customer stories into tactical recommendations, optimizing campaign performance, and streamlining reporting. With an ability to build strong collaborative partnerships and managing multiple initiatives simultaneously, I drive team success.

EXPERIENCE

Marketing Analyst — 02/2025 - Present
Community Dreams Foundation — Dallas, United States
- Tracked campaign performance across 5+ digital and non-digital channels to optimize spend enhancing ROI and customer interactions.
- Devised statistical testing like ANOVA to assess omnichannel promotional response to tailor marketing strategies.
- Built audience segmentation and custom reporting solutions to enhance web personalization and cross channel marketing effectiveness.
- Led end-to-end product lifecycle from design to launch and post-launch optimization for CRM/ marketing programs.
- Partnered with UI/UX, IT, and engineering teams to translate business needs to scalable applications for increased user experience and engagement.

Marketing Analyst — 01/2023 - 12/2024
University of Texas at Dallas — Dallas, United States
- Oversaw social media strategy across Instagram, Twitter, LinkedIn, Facebook, and YouTube, increasing brand visibility and engagement by 85%.
- Employed social research, audit, and listening to comprehend social influence, customer behavior insights, satisfaction, and concerns.
- Led 10 large-scale event operations, overseeing agenda curation, logistics, and feedback mechanisms to optimize attendee experience.
- Built campaign performance report assessing impact for emails, webinars, and events.
- Launched rewards/ loyalty program to enhance personalization and engagement.

Analyst — 12/2020 - 12/2022
Capgemini — Coimbatore, India
- Performed quarterly/ monthly business reviews and reporting across product lines by integrating market, sales, forecasts, and competitive intelligence data.
- Spearheaded primary qualitative market research, analyzing customer flows, journeys, existing solutions to inform VoC, consumer behavior, perception, and attitudes.
- Designed competitive intelligence framework integrating SWOT, market analysis etc. to uncover gaps and guide differentiation to align with industry and internal strategies.
- Executed quantitative and qualitative VoC analysis for 5000+ customers to translate consumer insights to enhance user experience.
- Established data catalog and standardized global definitions for marketing KPIs, ensuring accuracy and alignment to drive data driven decision making.

Market Research Intern — 01/2020 - 05/2020
Aditya Birla Group — Chennai, India
- Conducted primary market research for 3,500+ customers, shaping product strategy through VoC, NPS, CX, and customer satisfaction.
- Employed social media sentiment analysis improving engagement by 60%.
- Developed dashboard integrating market research and marketing insights to enhance visual merchandising initiatives.

EDUCATION

Master of Science in Marketing — 01/2023 - 12/2024
University of Texas, Dallas.

Master of Business Administration — 09/2018 - 05/2020
Anna University