

## EXPERIENCE

---

### MARKETING AND SOCIAL MEDIA INTERN, Everlasting Wardrobe Corp. July 2019- Present

- Assisting Marketing team with marketing plans and strategizing social media activities.
- Assisting Business Development team and working cross-functionally to increase partnerships and penetrate revenue through collaborations with more than 9 brands to increasing the range of target audience by 30%

### MARKETING CONSULTANT, Harlem Renaissance HDC Mar 2019- July 2019

- Spearheaded team of 3 consultants to work on projects, ensuring in time work completion, increased response rate by 80% and project completion time by 60% through delegation of tasks and 100% client satisfaction while establishing and maintaining interpersonal relationships
- Developed marketing strategies and media plans. Consulted with teams on product development such as website UI, promotional material and collaborations to increase footfall and impressions during their events and for the business

### RESEARCH GRADUATE ASSISTANT, New York Tech. Jan 2018- May 2018

- Assisted Market research on "The Emergence of Entrepreneurial Ecosystem Social Capital on Women and Minority Owned Technology Venture Success", created a database of over 50,000 companies and their CEOs on Excel for Usability test.
- Analyzed findings using SPSS software to learn what problems women entrepreneurs face while looking for investment and how can it be resolved
- Logged responses and communicated with more than 70 respondents using dissemination techniques and methods to explain the intent of the survey and gain valuable insights on research topic which increased overall survey response rate by 30%

### MARKETING ASSOCIATE, Roposo Nov 2016 – Jun 2017

- Worked as a Marketing Associate at Roposo; a social entertainment platform that has raised \$32.7 million from returning investors Tiger Global and served towards its goal in pivoting from social network to videos
- Curated 8 new business vendors and multiple products for development and customer retention strategies while negotiating contracts with vendors and formulating distribution strategies
- Coordinated and improved search engine ranking by up to 40%, and analyzed results using analytical tools. Increased search ranking of "course page- ROPOSO blogging academy" to the first page on Google search within a 10 days target period
- Took initiative to restart the gift suggestions platform and single-handedly managed partnerships and improved social media pages, penetrated 40% business from the pages and collaborated with more than 5 partner brands to increase conversion and click-through rate on the website

### CO-FOUNDER, Seedhat July 2015- July 2017

- Spearheaded product at a growth marketing and consulting agency for the restaurant industry
- Headed a team of 12 employees and 15 interns and provided each department with a set roadmap
- Provided marketing team with business research and business strategies for product marketing and assisted them with sales

## EDUCATION

- 
- |   |                     |
|---|---------------------|
| • MBA: Marketing, New York Institute of Technology, NY GPA-3.83             | Sep 2017- May 2020  |
| • Bachelor of Arts: Elective English and French, Delhi University GPA- 3.79 | July 2012- May 2015 |

## SKILLS

- 
- Marketing: Brand Strategy, Marketing Matrix, Brand Development, Digital Marketing, Product Management, SEO, Social Media Marketing, ERP Management
  - Analytics: Data Mining; Excel-miner, Data Visualization; Tableau, Market research& analytics; IBM-SPSS, Google Analytics