

# SURUCHI SHETH

Passionate marketing graduate with excellent leadership and organizational skills, seeking a creative opportunity for professional growth.

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## Carnegie Mellon University

Pittsburgh, PA | May 2016  
BS in Business Administration  
Track: Marketing, Minor: Sociology  
Earning University Honors: 3.52/4.0

## University of Westminster

Study Abroad in London  
Summer 2013  
Journalism  
Magazine Development

## Skills & Interests

Adobe Photoshop & InDesign  
Microsoft Word, PowerPoint, & Excel  
Fluent in English & Gujarati, working knowledge in Spanish & Hindi

## Argyle Interactive - Philadelphia, PA | July 2016 - present

### Creative Strategist:

- Collaborating with a team of designers, web developers, and marketing strategists to develop and execute unique marketing campaigns, both physically and online, to grow brand awareness and foster profit for clients.

## Agency 1903 - Pittsburgh, PA | January 2016 - May 2016

### Spring Marketing Intern:

- Assisted and managed content for Wordpress, Umbraco and Magento website projects
- Brainstormed, created, and executed social media marketing campaigns for retail companies.
- Conducted customer profile research that determined an effective marketing strategies.
- Created wireframe for potential client websites.

## Digital Firefly Marketing - Princeton, NJ | June 2015 - August 2015

### Summer Intern:

Contributed to the progress of several client projects in SEO, social media, content and email marketing services.

- Constructed my own projects to create content calendars and board covers for Pinterest accounts, including Food Network's Paula Deen, in order to increase brand awareness and followers (+51% viewers, +470% impressions).
- Regularly created and curated social media content for several clients, seeing an increase in Facebook impressions.
- Conducted 15 search engine optimization audits for potential clients, 5 of which became company projects.

## Dakorum, d.b.a. SNOWE - New York, NY | June 2014 - August 2014

### Summer Intern

- Created a social media and analytics strategy to build brand awareness and increase engagement, molding the company's pioneer marketing launch in 2015.
- Successfully spearheaded and conducted competitor analyses of social impact strategy, packaging options, and customer referral programs, gaining insight on leading trends in the home decor industry.

## CMU Raasta - Pittsburgh, PA

### Captain, National Champion - Spring 2016

- Developed the choreo and formations for CMU's West Indian dance team to compete nationally against ranked Garba/Raas teams.
- Headed team logistics and management and plan fundraising events to support a \$10,000 budget.
- Placed 1st against the top 8 teams in the U.S. at Raas All-Stars, the National Championship in Houston, TX.

### Vice Captain - Fall 2013 - Spring 2015

- Assisted captains with all tasks relating to logistics & management, and developing the choreo & formations.
- Placed at 3 competitions and received an invitation to attend the national competition among 7 other teams.

## Order of Omega - Pittsburgh, PA | Initiated Fall 2014

### Member of Greek Honor Society

- Invited to be a part of a national honor society recognizing the top 3% of the Greek Community at Carnegie Mellon.
- Demonstrated high academic achievement and dedication to the Greek community.

## Bhangra in the Burgh - Pittsburgh, PA |

### Co-chair - March 2014 - November 2014

- Organized a nationally ranked dance competition, the largest student-run event in Pittsburgh
- Oversaw marketing, design, and website management.
- Communicated with teams, judges, staff, and Student Activities about various aspects of the competition.

### Public Relations Chair - March 2013 - November 2013

- Member of the Executive Board in charge of PR
- Successfully worked with a partner to develop and enact an innovative marketing strategy
- Created posters, videos, and other graphics for a eight-month marketing campaign.