



Dimple Agarwal

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EXECUTIVE SUMMARY

As a detail-oriented Marketing professional with a Master of Science in Marketing from the University of Denver, I bring a strategic approach to **data-driven marketing**. My experience spans **qualitative and quantitative research**, **SEO**, **SEM**, and **content creation**, which I've leveraged in projects like the website redesign at the University of Denver's CiBiC.

- **Analytical skills:** Implementing my skills in digital marketing, social media management, data visualization, and strategic analysis to support a forward-thinking organization, where I can drive innovative and impactful marketing campaigns that deliver measurable results.
- **Decision making:** Proficient at collecting input from diverse viewpoints and making well-informed decisions. Demonstrated success in providing actionable insights for strategic planning through regular and ad-hoc reports.
- **Effective communication:** Employ expertise in technological, creative and impactful marketing strategies while utilizing storytelling that resonates with audiences and stakeholders.
- **Marketing Strategy:** Developed and implemented integrated marketing campaigns, optimized promotional messaging, and enhanced brand positioning in various live-client academic projects.
- **Tools:** Proficient in tools like Canva, HubSpot, Adobe Creative Suite, WordPress, Tableau, and Mailchimp, I excel in crafting and executing compelling marketing strategies that drive brand awareness and customer engagement.



SKILLS

Canva	Power BI	WordPress (CMS)	HTML/CSS
Google Suite	Illustrator	Excel	GitHub
Tableau	Photoshop	Word	Website Design
HubSpot (CRM)	Dreamweaver	PowerPoint	SEM
SEO	Mailchimp	Gen AI	



WORK EXPERIENCE

Marketing Research Intern, *University of Denver*

Sep 2023 – Aug 2024

- Collected and analyzed qualitative and quantitative data to **generate actionable insights** for **website redesign**, ensuring a smooth user experience.
- Conducted focus groups to **gather data** for website improvements, applying critical thinking in analysis.
- Interpreted data and authored comprehensive research reports and co-presented findings to faculty and community partners, highlighting creativity in data interpretation and model creation.
- Utilized **data visualization techniques** using **PowerBI** to communicate key data-driven insights effectively demonstrating analytical skills.

Marketing & Sales Intern, *Omaxe Ltd.*

Jul 2021 – Dec 2021 | India

- Actively assisted the marketing team with developing and implementing **advertising campaigns and social media strategies**.
- Engaged in **copywriting** and editing for various marketing materials, ensuring clarity and consistency in messaging
- Assisted in creating an **email marketing campaign** aimed at increasing engagement rate, further supporting the team's advertising campaigns.
- Managed data for analysis of local real estate industry, focusing on market trends and search engine optimization using **SEMrush** for improved online visibility and accuracy.
- Conducted **keyword research** and analyzed trends to improve digital marketing strategies.

Co-Creator, [New Look Pet](#)

Jul 2020 – Aug 2021

- Curated and designed niche pet-inspired merchandise using [Placeit](#) for white label products, targeting pet enthusiasts, utilizing creative models for product differentiation.
- Developed and optimized a blog-based website on **WordPress**, employing **SEO** strategies to increase visibility and reach the intended audience, ensuring visual consistency across all platforms
- Applied **graphic design** skills to create visually appealing content that enhanced brand recognition
- Integrated Amazon affiliate links into blog content, effectively **driving traffic** to social media channels and **enhancing e-commerce engagement**.

PROJECTS

Landing Page Mockup

Jun 2024

- Created a comprehensive digital marketing project for "Moondrop", designing a responsive landing page, four targeted ads, print media, and an email marketing campaign using **Illustrator**, **Photoshop**, **HTML/CSS**, and **Mailchimp**, demonstrating creativity and content creation skills.
- Included logo design as part of the branding strategy, ensuring visual consistency across all digital assets.

Purple Research Project

May 2024

- Conducted **market research** for Purple using **Qualtrics surveys**, optimizing promotional messaging for the Harmony Pillow, aligned with consumer insights.
- Delivered **data-driven recommendations** to increase consumer interest by 15% and purchase intent by 10%, targeting the Premium Health and Wellness segment, demonstrating strong analytical skills

BirdCall IMC Campaign

Mar 2024

- Developed an Integrated Marketing Communications (IMC) strategy for Birdcall, providing recommendations to achieving a 10% increase in brand awareness and a 15% boost in family visits by executing targeted campaigns, community events, and innovative digital marketing initiatives.

Brand Style Guide

Oct 2023

- Crafted a comprehensive Brand Style Guide for a cherished brand, leveraging strategic insights and creative prowess.
- Utilized industry-relevant tools like **Word**, **Canva**, **PowerPoint** to meticulously design guidelines ensuring brand integrity and resonance with internal and external stakeholders.
- Included **logo design** and other visual elements to ensure visual consistency and brand coherence across the style guide.

EDUCATION

Master of Science in Marketing (GPA: 3.81)

University of Denver, Daniels College of Business

Sep 2023 – Aug 2024 | Denver, CO

Bachelor of Science (Hons) in Business and Management

Singapore Institute of Management, University of London

Sep 2018 – Jul 2022 | Singapore

CERTIFICATIONS

Google Ads AI-Powered Performance

HubSpot Social Media Marketing

Google Analytics Individual Qualification

Google Ads Search