

NISHA GARIGARN

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Education

Scripps College | Claremont, CA

December 2011

- o Bachelor of Arts in Media Studies: Digital & Electronic Media

Projects

Wear This?! | bit.ly/wearthismobi

May 2014

- o Snapchat meets fashion app in which users can snap a photo and quickly send it to their friends on the app for immediate feedback on their current outfit. Friends receive a notification to rate the outfit and send a comment back in real time.
- o Responsive web app powered by PubNub API and 'Pushover' app integration to manage smartphone push notifications

Midtown | bit.ly/midtownapps

April 2014

- o Calculates the geographical midpoint between 2 or more addresses and suggests top-rated restaurants nearby using Yelp API
- o Users can create an account to add friends, easily find a place to meet, and retrieve driving directions with Esri ArcGIS API

Weekend Planner | bit.ly/wkndplanner

March 2014

- o To-do list app for simple weekend planning using Ruby on Rails backend and two-factor authentication with Twilio API
- o Features a Reddit-style voting system for posts, archive gallery for completed posts, and authentication from scratch

Work Experience

Mobile Media Buyer, Matomy Media Group | New York, NY

October 2013 – present

- o Develop marketing strategies and scale international campaigns on a variety of ad networks, including InMobi, MMedia, and DSPs
- o Manage over \$150,000 in media spend monthly across various channels, including search, social, display, email, print, mobile
- o Monitor and adjust bids according to performance by carrier, publisher, device, creatives, and other impactful criteria
- o Create and edit mobile and desktop landing pages and creatives using Photoshop, HTML, CSS, PHP, and jQuery mobile; constantly A/B test to increase click-through rates and conversion rates

Social Marketing Analyst: Adconion Direct | San Diego, CA

March 2013 – September 2013

- o Compiled weekly pacing reports and final campaign summaries for over 100 social campaigns; customized nuanced reports according to client's unique KPI goals to show at-a-glance, impactful insights
- o Provided premium support to Account and Sales teams across N. America to ensure repeat business from agencies and clients; became primary point of contact for all ad-hoc reports to address any concerns throughout the campaign flight
- o Bought ad inventory and optimized campaigns using Facebook API and Facebook self-serve platform

E-mail Marketing Analyst: Adconion Direct | San Diego, CA

June 2012 – March 2013

- o Delivered daily Hotmail and Yahoo e-mail campaigns to US, UK, Canada and Spain mailing lists for various Fortune 500 clients
- o Tested IP deliverability and monitored mailing servers; identified and communicated deliverability issues to management

Digital Analytics Intern: Lunchbox, JWT | Culver City, CA

January – May 2012

- o Analyzed and interpreted website and social media data, using Omniture SiteCatalyst and Google Analytics to deliver actionable insights to clients and internal teams
- o Collaborated with Accounts and Technology teams to tag websites, platforms and apps thoroughly with customized tracking
- o Debugged and QA sites using Charles HTTP proxy, logged issues found onto JIRA and followed-up on tickets until their resolutions

Web Intern: DisneyToon Studios | Glendale, CA

May – August 2011

- o Redesigned intranet website using Joomla CMS and Adobe Creative Suite; added interactive modules, managed company events/announcements, reorganized content, and promoted a better sense of community among over 180 employees
- o Created café and employee education websites; independently managed project timelines and goals

Design Intern: Felber, Kristofori Group | Florence, Italy

January – April 2011

- o Brainstormed design concepts and strategies; supported Creative Director with the production of various graphic design assets, including packaging, event brochures, website layouts and photo reportages, using Adobe Photoshop, Illustrator and InDesign

Languages & Technologies

- o Proficient in Ruby on Rails, HTML, CSS, Sinatra, Ruby, Git, Twitter Bootstrap, Sublime Text 2, Microsoft Office, Mozilla FTP, Adobe Photoshop, Dreamweaver, InDesign and Illustrator, Joomla, Charles, Salesforce, Facebook Ads
- o Familiar with Javascript, JQuery, Ajax, Omniture SiteCatalyst, Google Analytics, Google AdWords, Bing Search, JIRA