



DIVYA SAMTANI

MARKETING | BUSINESS |
TECHNOLOGY

CONTACT

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PROFILE

Marketer, business developer, and programming enthusiast with strong leadership and communications skills. Obsessed with the art of simple and effective storytelling.

On a mission to achieve great things with amazing people.



EXPERIENCE

MARKETING MANAGER

WALL STREET JOURNAL, NYC | JULY 2015 - JUNE 2016

- Built results-focused, integrated marketing programs for leading B2B brands across the Finance, Technology and Professional Services space
- Proactively identified new revenue opportunities to enhance the value of the WSJ as a premium media partner

ACCOUNT MANAGER

COGNITO, NEW YORK CITY | SEPT 2012 - MAY 2015

- Led and grew a rapidly expanding Marketing & Design business within a boutique Financial Communications agency
- Worked with a diverse range of global clients to develop innovative multimedia programs and achieve key business goals



EDUCATION

BACHELOR OF ARTS, ENGLISH LITERATURE

UNIVERSITY OF WARWICK | 2008 - 2011

BUSINESS CERTIFICATE PROGRAM

COLUMBIA UNIVERSITY | 2011 - 2012

WEB DEVELOPMENT IMMERSIVE

GENERAL ASSEMBLY | 2016



SKILLS

Marketing & Sales

- Business Development
- Account Management
- Content Strategy
- Advertising
- Search Engine Marketing
- Market Research
- Event Execution
- Social Media

Tech

- HTML & CSS
- Javascript, Node.JS, Ruby on Rails, AngularJS and Ionic

Languages

- Fluent English
- Proficient Spanish
- Basic Mandarin, Hindi



INTERESTS

READING, WRITING, TRAVELLING, YOGA, LEARNING NEW LANGUAGES, OUTDOOR ACTIVITIES OF ALL KINDS