

PROFILE SUMMARY

Data-driven Marketing Analyst with 3+ years of experience supporting regional and business leadership through marketing analytics, customer insights, revenue opportunity analysis, and Go-To-Market execution. Strong background in market research, Voice-of-Customer analysis, dashboarding, KPI reporting, and strategic project tracking. Proven ability to analyze large structured datasets, convert insights into actionable recommendations, and support market share growth initiatives. Hands-on with SQL, Google Analytics, CRM systems, dashboards, and management reporting.

CORE COMPETENCIES

- Marketing Analytics & Market Research
  - Voice of Customer (VoC) Analysis
  - Go-To-Market (GTM) Strategy Support
  - Customer & Market Analysis
  - Revenue Opportunity Identification
  - Strategic Project Management
  - Management Reporting & MIS
  - Data Storytelling & Presentations
- KPI Tracking & Business Performance Measurement
  - SQL (Data Analysis)
  - Google Analytics (GA4)
  - Power BI (Basic–Intermediate)
  - CRM Analytics (HubSpot, Salesforce)
  - A/B Testing & Campaign Optimization
  - Funnel, Cohort & Performance Analysis
  - Microsoft Office

PROFESSIONAL EXPERIENCE

Elysian Essentials — Marketing Analyst / Brand Solutions Lead

OCT 2023 - DEC 2024

- Led end-to-end marketing strategy execution, including customer analysis, demand generation, and GTM campaign planning.
- Conducted customer segmentation, cohort analysis, and market research to identify revenue and growth opportunities.
- Acted as Voice-of-Customer, translating customer feedback and performance data into actionable insights.
- Designed and tracked marketing KPIs (CAC, ROI, LTV, conversion rate) to measure business performance.
- Managed strategic marketing projects, ensuring timely execution and reporting to support business decisions.
- Built dashboards and reports to provide clear progress overviews for ongoing initiatives.

BIZNEED, CA USA Data & Growth Analyst

Dec 2020 - Feb 2023

- Conducted in-depth marketing and customer data analysis to support leadership in marketing strategy planning and revenue growth initiatives.
- Analyzed customer journeys, lead funnels, conversion metrics, churn trends, and revenue risk, acting as Voice-of-Customer for internal teams.
- Built and automated management dashboards and MIS reports tracking traffic, lead quality, CAC, conversion rates, and revenue performance.
- Supported Go-To-Market initiatives by evaluating campaign feasibility, performance, and market response.
- Performed A/B testing analysis to optimize marketing campaigns and customer engagement strategies.
- Ensured data accuracy and consistency across CRM, analytics tools, and reporting systems.
- Delivered progress updates on strategic projects to cross-functional stakeholders.
- Supported feasibility analysis and performance evaluation for new marketing initiatives and GTM programs.

STRATEGY & ANALYTICS PROJECTS

- SaaS Intelligence Engine — Customer Churn & Revenue Risk
  - Built analytical dashboards tracking retention, churn, and revenue risk to support lifecycle and GTM strategies.
  - Enabled prioritization of high-value customer segments through data-driven insights.
- YouTube & Content Growth Strategy
  - Achieved 300,000+ organic views in 220 days using structured content strategy, SEO optimization, and performance analysis.
  - Demonstrated strong market response analysis and growth execution.
- India Pulse Decision Engine — Macro + Business Insights
  - Synthesized multi-source market and macroeconomic data into structured insights for strategic planning.
  - Converted research findings into management-ready decision narratives.
- Reliance Intel — Strategic Investment Analysis (Independent)
  - Conducted financial and scenario analysis to evaluate risk-return trade-offs supporting strategic decision-making.

EDUCATION

B.COM (Finance) - HNBGU (Central University)  
Relevant Coursework: Business Analytics, Statistics, Financial Modeling, Data Analysis, Economics