

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