

JATIN CHITTOOR

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EDUCATION

GEORGETOWN UNIVERSITY, McDonough School of Business
Master of Business Administration

Washington, DC
May 2024

- Georgetown Consulting Club, Technology Club, and HoyAlytics Club

UNIVERSITY OF MASSACHUSETTS BOSTON, College of Management
Master of Science in International Management

Boston, MA
May 2017

- Designed an environmental preparedness strategy for the Dunkin' Donuts—exposing supply & demand risks
- Co-founder & VP of Student Ambassador Council

SUFFOLK UNIVERSITY, Sawyer Business School
Bachelor of Science in Business Administration

Boston, MA
December 2014

- Performed market entry analysis for Alfa Aesar and Marks & Spencer

EXPERIENCE

AMERICAN EXPRESS

New York, NY

Global Strategy & Operations Intern – GCS Onboarding Capabilities

June 2023 - August 2023

- **Process Management:** Created a more consistent and solution-agnostic definition of the onboarding process for the firm's \$1 trillion B2B Payments Network
- **Data Strategy:** Developed an end-to-end data journey map for 'Accounts Payable' file collection and business spend opportunity analysis to bridge visibility across product, sales, and technology teams
- **Operational Analysis:** Identified digital and operational synergies to decrease onboarding time to first-dollar spend and scale B2B Payments across 26 global markets; developed strategy to integrate automated ERP solution in U.S.
- **Customer Research:** Analyzed the Buyer and Supplier customer journey across firms' 10m+ Merchant Network to devise the customer value story for product and technology teams

QLIK – Data Analytics and Business Intelligence firm serving Fortune 500 clients

New York, NY

Sr. Digital Media Specialist

June 2019 - July 2022

- **Global Project Leadership:** Managed global campaigns to meet go-to-market objectives for core business functions; YTD campaigns boosted digital audience by 38% and digital engagement by 50% (488% since inception)
- **Growth Strategy:** Led a brand awareness campaign supporting strategy for market expansion across Europe and Asia-Pacific, securing 10+ new F500 clients and expanding engagement from developer communities by 42%
- **Business Development:** Devised and implemented corporate employee advocacy program to enable social selling across sales and field marketing teams; garnered \$1.4M in earned media value from organic promotional efforts
- **Data-Driven Cost Optimization:** Drove innovative SEO/SEM planning and implementation to increase traffic and optimize spend; initiatives garnered a 53% increase in website visits

Digital Media Manager

April 2018 - June 2019

- **Digital Strategy:** Owned ideation and development process for digital media content strategy and campaigns; resulted in 74% increase in digital channel viewership
- **Thought Leadership:** Developed thought leadership articles on how to leverage data analytics software to increase ROI; managed content placement strategy, helping increase content readership by 40%

BANK OF AMERICA

Boston, MA

Digital Marketing Manager

February 2017 - February 2018

- **Cross-Functional Teamwork:** Partnered with digital and thought leadership teams to identify opportunities for message alignment and amplification across paid, earned, and owned channels, helping increase audience by 23%
- **Strategy Development:** Created and executed \$500K digital marketing strategy; optimized advertising spend by 7%; collaborated with Brand Marketing SVP to implement real-time media campaign at the 2017 Aspen Ideas Festival and Town & Country Magazine's Philanthropy Summit; drove a 58% increase in brand engagement

DISTINCTIONS

Community:	Built a digital media strategy for Global Nomads Group to expand NGO's cause and program
Achievement:	Obtained 2nd place at TD Ameritrade thinkorswim Challenge (2013 & 2014)
Global Mindset:	Fluent speaker in Tamil and Hindi; International travel (20+ cities on three continents)
Involvement:	Mentored three first-gen college students from South Boston; Tennis and automobile enthusiast