

Pooja Pendharkar

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EDUCATION

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| NORTHEASTERN UNIVERSITY, Boston, MA D'Amore-McKim School of Business, Candidate for Masters in Business Analytics | 2022-2023 |
| INDIAN INSTITUTE OF TECHNOLOGY BOMBAY, Mumbai, India Masters of Management (M.B.A) Semester Exchange Student – K. U. Leuven University, Belgium | 2017-2019 |
| GOVERNMENT COLLEGE OF ENGINEERING, Amravati, India Bachelor of Technology (Computer Science) Project - Cloud-based Electronic Health Record (EHR) Management system with Persistent Systems Ltd | 2011-2015 |

WORK EXPERIENCE

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| Synclarity Digital Pvt Ltd – Mumbai, India <i>Senior Marketing Associate</i> | May 2021 – Sept 2022 |
| <ul style="list-style-type: none">Managed end-to-end project delivery for over 12 SME accounts in APAC, EMEA and NA to create marketing strategies, develop high-conversion websites, and drive social media growthExtracted key insights from market research to build brand guidelines and create a Go-to-Market StrategyAnalyzed consumer data to scale up and optimize Facebook and Google ads with the best performing campaign resulting in 2.5x month-over-month revenue | |
| DebugsBunny – Pune, India <i>Content Lead</i> | Aug 2020 – June 2021 |
| <ul style="list-style-type: none">Managed a cross-functional team of 7, ranging from content designers to graphics and digital marketing team to curate promotional as well as product-related contentPlanned and managed demo and content pipeline that helped boost overall enrolment on the platform to 10k+Developed creative concept copies for digital campaigns that surged the Facebook reach to 2.7k followers | |
| Cochlear Medical Devices – Nagpur, India <i>Recipient Services Specialist (Management Trainee)</i> | Jul 2019 – Jan 2020 |
| <ul style="list-style-type: none">Devised lead generation strategy to promote product upgrade sales in Vidarbha and Chhattisgarh regionManaged multiple accounts and collaborated with channel partners to resolve customer needs and drive demand through brand activationsIncreased high-tier sales by 2x in a single quarter through targeted events and product counselling | |
| Cognizant Technology Solutions – Pune, India <i>Programmer Analyst</i> | Feb 2016 – May 2017 |
| <ul style="list-style-type: none">Served as an Incident specialist to provide ticket analysis and resolution for platform support in DocumentumCoordinated with Delivery manager to maintain standard operating procedures for the transition phase of project ensure that SLAs are agreed upon with Novartis InternationalMaintained server and job health by log traversing using Nagios tool and created knowledge article document for future reference on service request management, housekeeping activities, and indexing | |

SKILLS

Technical: Python, SQL, HTML+CSS

Tools: Shopify, Google Analytics, MS Excel, Ads Manager, Canva, Semrush, HootSuite, Mailchimp

Certifications: Google Analytics, Hubspot Inbound Marketing, User Experience Accenture Future Learn

EXTRACURRICULAR

- Published start-up feature story on AIM2Flourish for which CareNx was awarded [2019 UN Global Goal prize](#)
- Co-founder and Administrative head of E-cell G.C.O.E.A - Conducted competitive events for 400+ students
- Mentored and taught English to 7th std students in shelter homes with NGO - Make A Difference