

ALBA RAJANIBALA

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EXPERIENCE

PUBLICIS SAPIENT | Associate, Strategy & Consulting

JUN 18 - NOW

- Working within One Publicis Team Samsung to develop strategy for product development, audience segmentation, GTM positioning and .com for client's portfolio of flagship devices and content & services apps
- Promoted within a year of joining the company from Jr. Associate to Associate & recognized by the New York office for being a "trusted client advisor & mentor to other team members"
- Driving millions of dollars of marketing driven revenue for the client by evaluating new revenue opportunities, market sizing, market landscape research with focus on fintech, digital health, gaming, and loyalty products
- Leveraging analytical and design background to successfully manage reporting for client's breadth of cross-service marketing efforts for portfolio of content & services apps via monthly & quarterly updates
- Exceeding MAU & RU benchmarks distilling data & research findings into insightful strategic recommendations to showcase to key stakeholders both internally & on client-side while working with creative & analytics team
- Designing road-maps and communication plans evaluating triggers for push notifications and emails and streamlining siloed consumer data to increase business efficiency while working closely with analytics team
- Reported on smartphone launches to recommend implications on email, retail, and business strategy while working with market research vendors to collect, clean, and analyze relevant data & consumer sentiments

HERMES | CRM & Advertising Intern

SEP 17 - JAN 18

- Worked under team of 5 in the Advertising department of a fashion luxury brand to clean and maintain database of clientele engagement to help inform outreach strategy for all US stores
- Generate & deliver crm reports daily using IBM COGNOS & CEGID to inform campaign strategy

MCCANN | Strategy Intern

JUN 17 - AUG 17

- Worked under team of 50+ strategists at a full service ad agency supporting strategy for: Qualcomm, Lockheed Martin, Choice Hotels, New York Lottery, L'Oreal, and Chick Fil A
- Led & won 1st place for a strategy pitch as a part of summer interns' college outreach project for Chick Fil A

EDUCATION

CUNY Baruch College
Class of 2018

Major:
Marketing Analytics

Minors:
Graphic Design
& Corporate Communication

HONORS

Icon Award
Publicis Sapient
Oct 2019

Marketing Expo
CUNY Baruch College
Panelist, Nov 2019

WiTNY CaRe
Cornell University
Panelist, Mar 2020

SKILLS

Analytics:
MS Excel, Google Analytics,
IBM Watson, Tableau, Adobe
Analytics, Global Web Index,
ComScore

Social Analytics:
Sprinklr, AgoraPulse,
Hootsuite, SproutSocial,
Spredfast, Brandwatch,
SocialBakers, Snaplytics

Other:
HTML, Adobe CS, Data Viz

Languages:
Hindi, French, Urdu

PASSION PROJECT

customs by alba

keeping the 2,500-year-old Northeast Indian folk art form of 'Madhubani' alive via digital mediums (prints, magnets) as well as paint (on canvas & on ready-to-wear clothing)