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 data driven product development, audience segmentation, GTM positioning and .com refresh for client's portfolio of flagship devices, apps, and services
- 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 a focus on fintech, digital health, gaming, and loyalty products
- Analyzing and cleaning quantitative & qualitative data from research vendors using proprietary Excel tools & SPSS to report on flagship device launches and develop reactive strategy for global C-suite deliverables
- Leveraging for analytical & information design background to 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 by distilling data & research findings into strategic recommendations for 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

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	**Major:**	**Minors:**
Class of 2018	Marketing Analytics	Graphic Design & Corporate Communication

HONORS

Icon Award	**Marketing Expo**	**WiTNY CaRe**
Publicis Sapient	CUNY Baruch College	Cornell University
Oct 2019	Panelist, Nov 2019	Panelist, Mar 2020

SKILLS

Analytics:	**Social Analytics:**	**Other:**
MS Excel, Google Analytics, IBM Watson, Tableau, Adobe Analytics, Global Web Index, ComScore	Sprinklr, Hootsuite, SproutSocial, Spredfast, Brandwatch, SocialBakers, Snaplytics	HTML, Adobe CS, *learning* CSS & Python
		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)