

BHAVYA SADRANI

bhavya.sadrani78@gmail.com | (201) 238-8633 | **Google, SQL, Power BI Certified** | [Tableau 100 smartest Digital Marketing Leaders in Asia- 2019](#) and [Impact's Top 30 Under 30, 2020](#)

Profile

Highly skilled Data Analyst with over 7 years of experience in Business, Digital Media, and Marketing. Known for leveraging data-driven insights to drive revenue growth, enhance forecasting accuracy, and promote data accessibility. A solid Account manager with ability to synthesize qualitative and quantitative data, to present with impact to a variety of stakeholders

Skills

Core Skills: Data Cleaning, Exploration, Manipulation, Modeling & Analysis, Agile & Digital Marketing Analytics

Database Management & Visualization: SQL, R, Python, Microsoft Excel (Vlookup, Pivot, etc) Power BI, Tableau, Datorama

Business Intelligence Tools: Google Analytics, Adobe Analytics, Salesforce, MS Azure, Snowflake, AWS Athena

Digital Paid Media: Google Ads, SEM, SEO, SMO, Meta/Bing/Apple Ads, DV 360, Ecommerce, DSP, Marketo, A/B test

CRM, Research & Content Marketing: Email Marketing, HTML, CSS, Neilson, ComScore, Shopify, HubSpot, Influencer Mark.

Work Experience

Marketing Analyst, Viasat Inc

Mar '23 – Nov '23, Carlsbad, Remote

- Managed reporting of campaigns using Jira and Monday.com, handling configuration and ensuring the delivery of marketing campaigns. This included managing email campaigns on Marketo, SMS, Search, Social, and Display programs
- Conducted SaaS Revenue Churn Analysis to maintain an annual churn rate of less than 5%. Made and automated Tableau visualizations for presentation to internal and external stakeholders/clients/managers.
- Created custom database and managed other ad hoc request to access data source by scripting queries in Postgres SQL
- Optimized campaigns for maximum ROI and collaborated with Data Scientists to run machine learning algorithms to drive key revenue decisions based on campaign, upsell, and revenue trends
- Handled budget management, including PO creation, vendor negotiation, invoice tracking, accruals, and actuals vs. forecast analysis in partnership with the finance team
- Ensured the seamless integration and utilization of CRM system, Hubspot, fostering a holistic view of customer interactions ultimately driving customer satisfaction, retention, and business growth

Paid Search Analyst, Known Global LLC

Jan '22 – Mar'23, New York, New York

- Identified conversion rate optimization opportunities through Google ads bid strategies, ad copy writing and editing, A/B tests, keywords research, competitor analysis, ad extensions, data analysis and daily pacing reports
- Managed paid search media campaigns on Microsoft, Google, LinkedIn and Apple marketing platforms for clients in CPG, Lifestyle, Healthcare, Pharma, Finance, and Entertainment industries
- Oversaw Google search strategy and media planning, supporting digital marketing programs and programmatic DSP buy for clients with annual budgets ranging from \$50K to over \$1 million

Marketing Analyst Intern, Positivo Clothing LLC

Sep '21 – Jan'22, New York, New York

- Crafted digital content such as website blogs, social media posts, and seasonal emailers using MailChimp software. Moreover, executed a paid media campaign on the eBay platform utilizing Cost per Sale (CPA) and Cost Per Click (CPC) strategies, and implemented discount codes on Shopify to bolster sales growth

Product Coordinator Intern, Clip.Bike

Jun '21 – Aug'21, Brooklyn, New York

- Created a Google Data Studio dashboard and participated in focus group researches to study the demographics and affinity of over 600 pre-order customers.

Senior Digital Marketing and PR Specialist, Bisleri Pvt. Ltd.

Aug '16 – Jan'21, Mumbai, India

- Managed digital paid media campaigns and social media content for the brand's CPG products, achieving over 100 million views on YouTube for a video creative (<https://bit.ly/2tjQK1W>)
- Executed the launch of Bisleri's Doorstep Delivery E-commerce campaign on Digital during the COVID-19 lockdown, generating leads and achieving a conversion rate of more than 2% (<https://bit.ly/2RiG1hc>)

Assistant Client Servicing, Httpool Digital Pvt. Ltd.

May'14 – July'16, Mumbai, India

- Lead end to end servicing, collaboration, delivery for display, search, YouTube campaigns on desktop and mobile inventories. This helped generate 70% recurring business for the AdTech platform. Responsible for a team of 8 operation executives and manage SSP inventory for close to 40 client projects

Education

Masters in Business Analytics | GPA: 3.4

Baruch, CUNY, Zicklin School of Business, New York

Masters in Commerce (Specialization: Business Management) | GPA: 3.0

University of Mumbai, Mumbai, India

Bachelors in Mass Media (Specialization: Advertising) | GPA: 3.5

University of Mumbai, Mumbai, India