

Prerana Gurudutt

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PROFESSIONAL EXPERIENCE

Element iN Time NYC LLC

New York, US

Social Media Marketing Associate

Jul 2023 – Present

- Increased sales by 20% through various creative campaign strategies for e-commerce on Facebook, Instagram, Twitter, LinkedIn
- Strategized Email Marketing Campaigns utilizing Klaviyo and increased click through rate by 13%
- Created content to show underpurchased products across the portfolio to increase repeat purchase by 8%
- Reported social media insights and SEO results to leadership, and executed changes to improve engagement
- Increased website traffic by 10% by optimizing product listings on Shopify for luxury watches

Pace University

New York, US

Marketing Graduate Assistant

Sept 2022 – May 2023

- Redesigned the marketing and communication team's weekly newsletter on Constant Contact resulting in a 20% increase in open rates
- Created ad posts on Canva for various programs to publish on the university's Instagram page
- Optimized the website content with relevant keywords resulting in a 4% increase in organic search traffic
- Led data driven marketing optimization by tracking and monitoring performance on Google analytics

Battlefin

Connecticut, US

Marketing Intern

May 2022 – Aug 2022

- Assisted the VP of Marketing in designing, creating graphics and content for events, website, and promotional materials on HubSpot
- Proposed and brainstormed social media marketing campaigns on various social media platforms
- Developed and optimized SMO strategies, conceptualized designs to generate leads and awareness
- Worked with Battlefin events in all aspects including PR materials, tracking projects, and managing logistics

Deloitte

Bangalore, India

Assistant Manager, Risk Advisory

Mar 2017 – Dec 2020

- Developed data-driven compliance monitoring program that reduced compliance issues by 75% for e-commerce client
- Led team to identify and implement process improvements, resulting in 15% productivity increase
- Conducted internal audit of pharma company, identified \$1.5M in savings through process improvements
- Led risk-based audit (ICOFR) framework development at leading retail company and identified 20 high-risk controls
- Received the 'Above and Beyond' award for excellent individual performance for two consecutive years

EDUCATION

Pace University, Lubin School of Business

New York, US

Master of Science (MS) – Social Media and Mobile Marketing (STEM) | GPA: 3.8

May 2023

- Courses: Business Analytics and Statistics, Marketing Research, Advertising & Sales Promotion, Social Media strategies, Digital Marketing

Christ University

Bangalore, India

Master of Business Administration (MBA) – Finance | GPA: 3.0

May 2016

Jain University

Bangalore, India

Bachelor of Commerce | GPA: 3.3

Apr 2014

SKILLS

Technical: SQL, Google Analytics, Microsoft Office Suite, SAP, Tally, HubSpot, Zoho, Jira, Shopify, Constant Contact, Qualtrics, SPSS, Tableau, Simmons, Adobe InDesign, Canva, Hootsuite, Klaviyo, MailChimp

Key Skills: Social Media Marketing (Facebook, Instagram, TikTok, LinkedIn, Twitter, Snapchat, YouTube), Content Marketing, Email Marketing, Marketing Analytics, Project Management, Digital Marketing Strategy, Brand management, e-Commerce Management, Client Relationship Management, Strategic Analysis, Search Engine Optimization (SEO), Advertising & Sales, Influencer Marketing, Content Management, PR/Events

VOLUNTEER WORK

- Let's Live Together – Helped in rescuing, rehabilitating, and rehoming the city's abandoned dogs
- Parikrma Humanity Foundation – Helped in mentoring and teaching underprivileged students