REA GURJAL
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WORK EXPERIENCE

Hybrid Finance Blockchain   **Sheridan, Wyoming**
Digital Strategy & Consulting Intern   **Jun 2023 - Aug 2023**
- Developing digital strategy initiatives to drive brand visibility and enhance customer engagement by utilizing qualitative and quantitative research methodologies to gather insights and identify emerging market trends.
- Leveraging marketing frameworks (SWOT analysis, Porter's Five Forces) to assess the competitive landscape and identify growth opportunities, while delivering strategic consulting services in the fintech industry.

Merkle   **Pune, India**
Associate Analyst   **Apr 2021 - May 2022**
- Led a team of seven in strategizing on targeting B2B business collateral in the EMEA region, driving a 30% increase in project revenues by conducting A/B and multivariate split tests to improve campaign efficiency.
- Created and implemented targeted direct marketing communications to enhance customer engagement and nurture strategies, leading to improved conversion rates and sales across multiple distribution channels.
- Managed direct-to-consumer marketing campaigns for Customer Relationship Management via email in collaboration with integrated marketing channel partners; resulting in a 20% boost in sales conversions.
- Proficient in marketing automation platforms (Salesforce Marketing Cloud, Marketo, Eloqua), resulting in a 17% decrease in customer churn and a 50% growth in billing. Experienced with Tableau and advanced SQL.

EXPERIENTIAL LEARNING

Simon Vision Consulting   **Rochester, New York**
Project Manager, AJ Solutions (Go-To-Market Strategy)   **Jan 2023 - May 2023**
- Directed a team of five consultants to create a comprehensive go-to-market plan aiming for a 15% growth in acquiring new customers and enhancing our current offerings by the end of the third quarter.
- Analyzed competitor pricing and market demand to optimize consulting service offerings & developed strategic partnerships with complementary service providers, resulting in a 20% increase in cross-referrals.
- Collaborated with cross-functional teams to define business and test data requirements, ensuring the successful implementation of marketing initiatives by process improvements in campaign development and performance.

Consultant, Garlock (Supply Chain & Pre-Acquisition Operations)   **Sep 2022-Dec 2022**
- Collaborated with a team of five to create a strategic growth plan that utilized geo-political analysis to identify reliable suppliers through market research and competitor analysis.
- Conducted thorough market research to identify 3 potential suppliers with consistent inventory in Canada and Mexico by analyzing factors such as pricing, delivery time, and quality of products.
- Negotiated a new supplier contract, resulting in a 7% reduction in material costs, saving the company $1M annually & reducing the supply chain delay by 34% through market penetration & merger growth strategies.

EDUCATION

University of Rochester - Simon Business School | GPA - 3.6/4   **Rochester, New York**
- **Masters in Business Analytics (STEM) | Available for full-time work from May 2023**   **Dec 2023**
- **Merit-based Scholarship** | Clubs: Consulting Club-Casing Peer; Pricing Club: Strategist; Net Impact Club
- **Coursework**: Analytics Design & Application, Economics & Marketing Strategy, Pricing Policies, Prescriptive Analytics, Data Management: SQL, Predictive & Causal Analytics, Digital Marketing Strategy, Big Data
- **Teaching Assistant**: Marketing Research, Marketing Management, Digital Business Strategy

MIT College of Engineering | GPA - 9.4/10   **Pune, India**
- **Bachelor of Engineering - Electronics & Telecommunication**   **Apr 2020**

SKILLS & INTERESTS

- **Technical Stack:** Python, R, SQL, HTML 5, Snowflake, Data Visualization, Data Cleaning
- **Analytical Tools:** Tableau, Looker Studio, Power BI, MS Excel, MS PowerPoint, MS Project
- **Web Analytics & Marketing:** SEM, SEO, Google Analytics, Adobe Analytics, SA360, Amazon Ads, Google Ads, Google Tag Manager, Mixpanel, Ad bidding strategies, A/B testing, Remarketing/Retargeting
- **Interests:** Volunteering, Painting, Trekking & Hiking