

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