HARGUN KAUR KOHLI

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EDUCATION

Master of Science in Business Analytics, Rady School of Management   12/2025
University of California, San Diego, CA
- Relevant Courses: Business Analytics in Marketing; Business Intelligence; Customer Analytics

Bachelors In Technology, Computer Science Engineering   07/2024
Guru Gobind Singh Indraprastha University, Delhi
- Relevant Courses - Data Mining & Business Intelligence , Artificial Intelligence , Database Management Systems

EXPERIENCE

Digital Marketing and Analytics Intern, The Brand Blueprint Podcast, CA   12/2024 - Present
- Designed and executed digital marketing strategies to connect with audiences, increasing engagement by 20% and growing followers by 15% across Instagram, LinkedIn, and YouTube
- Evaluated performance leveraging Google Analytics and YouTube Studio, crafting data-driven strategies boosted engagement, expanded reach, and inspired aspiring brand builders through impactful partnerships

Business Analyst Intern, Ernst and Young, India   11/2023 - 01/2024
- Cleaned, analyzed, and optimized data for over 10000 potential clients for the "Investor Summit" in Uttarakhand, providing key insights for event planning and decision-making
- Utilized Excel and spreadsheets to efficiently manage and interpret large datasets while directly engaging with prominent business leaders, including Dabur, to attract significant investment opportunities

Marketing Research Analyst Intern, Govind Milk and Milk Products, India   06/2023 - 09/2023
- Conducted market research for a new product launch by building a real-time database with over 1,000 responses using Google Forms, generating informed strategic planning insights
- Developed advertisement content using the AIDA model and conducted comprehensive analyses, including SWOT and PESTEL, for 2 companies to assess company and product, enhancing overall marketing strategy

PROJECTS

Analyst, Consumer Behavior Analysis   07/2024 - Present
- Collected real-time data from over 1,000 survey responses and analyzed consumer behavior using insights from 5 research papers, designing detailed buyer personas and segments
- Utilized PowerBI to create interactive and visually engaging dashboards, mapping customer journeys and delivering actionable recommendations to improve acquisition and retention by 15% over six months

Analyst Member, Comparative Sentiment Analysis of Food Delivery Services   11/2023 - 12/2023
- Led the team of 4 for sentiment analysis, deploying Python, PowerBI, and Tableau, achieving 93% accuracy and driving development of highly effective, data-driven marketing strategies
- Applied a bag-of-words model to examine sentiment for 2 companies using text reviews, generating a detailed graphical comparison to derive valuable business insights, trends, and actionable recommendations

SPECIALIZED SKILLS

- Languages/Coding: Python, SQL, ETL, Java, JavaScript, R, C, C++
- Tools: Tableau, Power BI, SQL Developer, Google Analytics, Generative AI, Canva and Adobe, Microsoft Suite
- Skills: Jira, Agile, Scrum, SDLC, SEO, SEM, Market Research, CRM, Data Analytics, Digital Marketing, Market Strategy Development, Consumer Behaviour Analysis, Youtube Studio, A/B Testing, Business Development

PROFESSIONAL AFFILIATIONS AND LEADERSHIP

- **Rady Analytics Club** - Active member of the Rady Analytics Club, gaining hands-on experience and practical insights into solving real-world analytics problems
- **Rady Marketing Club** - Active member of the Rady Marketing Club, enhancing understanding of market dynamics and consumer behavior