

RUKKAIYA ALI

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EDUCATION

The University of Texas at Dallas, Richardson

August 2022 - May 2024

Master of Science, Business & Marketing Analytics, Data & Decision Science

GPA: 3.83

Coursework: Marketing Research, Statistical Analysis, Adv Web Analytics

Mithibai College of Arts, Mumbai

July 2013 - May 2016

Bachelor of Mass Media, Business Communications

GPA: 3.56

Coursework: Advanced Communication, Psychology, Sociology

PROFESSIONAL EXPERIENCE

SpartanNash

May 2023 - Present

Marketing Data Analyst

- Designed Power BI dashboards key marketing programs, flagging potential opportunities valued \$1.4M.
- Optimized performance reporting for digital programs with recommendations to improve sales by 54%.
- Remodeled Family Fare quick stops' loyalty program using regression analysis and Pivot Tables, ensuring 3X growth in monthly sales and visits.
- Improved planning for online sales by 35% using customer insights from Snowflake databases with SQL.

Cheil Worldwide

February 2018 - May 2022

Sr. Digital Strategist

- Used A/B testing to increase leads for Adani Wilmar by 150% within 3 months with reduction in CPA.
- Launched B2B applications for Castrol & Ambuja increasing small medium business revenue by 56M.
- Discovered multiple social-media platform innovations for Diageo, delivering 2 Effie's nominations.
- Managed and implemented training for a team of 3 associates ensuring promotion in their portfolios.
- Conducted extensive market research, delving into trends and application requirements across emerging industrial markets winning 2 new businesses.

SKILLS

Data Analytics Tools: MS Power BI, Plotly, Tableau, Matplotlib, SQL, Excel Power Query, R, Python.

Statistical Techniques: Hypothesis Testing, Predictive Modelling, Statistical Analysis, Inferential Statistics, Discriminant Analysis, Cluster Analysis, Regression Analysis, Conjoint Analysis.

Marketing Tools: Advanced Google Analytics, Adobe Analytics, Google Shopping Ads, Google Keywords, Salesforce Marketing Cloud, Microsoft Office Suite, Canva, Marketo, HTML, WordPress, SharePoint, SEO.

AWARDS & ACHIEVEMENTS

- Shortlisted among top 10 interns & presented the summer capstone to SpartanNash CEO, Tony Sarasam
- Brand of the Year 2022 by Marksmen Daily for Fortune Foods - Adani Wilmar 2022.
- Gold and silver Digixx for Fortune Foods rural marketing campaigns 2022.
- Silver MOM 2022 for Best Rural Marketing Campaign for Fortune Foods.
- Best Platform Innovation & Social Media Campaign – Creative Effie's Nomination for Diageo 2018.

ADDITIONAL INFORMATION

- *Languages:* English, Hindi & Gujarati.
- *Eligibility:* VISA, Eligible to work in the US full time for up to 36 months without sponsorship.