

Rukkaiya Ali

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EDUCATION

The University of Texas at Dallas

Master of Science, Marketing Analytics

Coursework: Marketing Research, Statistics & Data Analysis, Database Foundations, Adobe Web Analytics

May 2024

GPA 3.9

Mithibai College of Arts, Mumbai

Bachelor of Mass Media, Business Communication

Coursework: Mass Media Research, Sociology, Psychology

June 2016

GPA 3.6

PROFESSIONAL EXPERIENCE

Georgia Institute of Technology, Atlanta

June 2024 - Present

Digital Marketing Specialist

- Spearhead & manage all comms initiatives with 14000+ students & sponsors using Salesforce(SF)Marketing Cloud.
- Automate reporting for ongoing campaigns using SF Intelligence & Excel to improve click through rates by 53%.
- Used A/B testing for content & targeting to increase leads by 40% within 3 months with 0.5 reduction in CPA.
- Implement SCRUM methodologies to streamline the communication pipeline using Clickup, reducing content duplication & redundancy by 51% with a 2X improvement in Sprint completion rates.
- Write & optimize SQL Queries to streamline the sync between student mailing systems to increase data accuracy & reduce bounce rates to 0.1%.

SpartanNash, Grand Rapids

May 2023 - May 2024

Marketing Analyst Intern

- Automated performance reporting for digital campaigns using Power BI, flagging opportunities worth \$30M.
- 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% with customer insights from Snowflake databases through SQL queries.
- Collaborated with digital teams to implement Power Automate solutions, optimizing sales targeting by 54%.

SKILLS

- **Certifications:**
 - Salesforce Marketing Cloud Email Specialist
 - Power BI Data Modeling with DAX
 - Atlassian Agile Project Management Professional Certificate
 - Advanced Google Analytics Certification
 - SoloLearn SQL Advanced Certification
- **Data Tools:** Plotly, Tableau, Matplotlib, Google Looker Studio, Python, HTML, JSON.
- **Marketing Tools:** Adobe Analytics, Eloqua, ClickUp, Google Shopping Ads, Google Tag Manager, Microsoft Office.

AWARDS & ACHIEVEMENTS

- Selected among top 10 interns to present the summer capstone to SpartanNash CEO, Tony Sarasam.
- Brand of the Year by Team Marksmen for Adani Wilmar 2022.
- Best Event Marketing Campaign – Creative ABBYs Nomination for Lenovo Legion 2019.
- Best Platform Innovation & Social Media Campaign Effie's Nominations for Diageo 2018.

ADDITIONAL INFORMATION

Languages: English, Hindi & Gujarati.

Eligibility: VISA, Eligible to work in the US full time for any employer without sponsorship.