SEJAL PANCHAL

New York City, NY | 646-255-9311 | spanchal@fordham.edu | https://www.linkedin.com/in/sejal-panchal/

TECHNICAL SKILLS

- Programming and Analysis: Python, R, SQL, Tableau, Power BI; Google Analytics, Social Media Analytics; Advanced Excel – Power Pivot, Reporting, Data Analysis, VLOOKUP
- CRM, Automation & Design: Salesforce, HubSpot, Marketo, Mailchimp; Google Adwords, Adobe Photoshop, InDesign, Illustrator

EXPERIENCE

COURSE5 INTELLIGENCE — Mumbai, India
Senior Product Marketing Analyst — 2020-2021

- Planned and executed quarterly GTM strategies to drive higher product awareness, engagement and adoption. Provided recommendations to enhance product performance and marketing assets using quantitative analysis, data mining and storytelling
- Determined business and revenue increasing opportunities by analyzing cross channel data, including email, upsell, retention, creatives, ads, customer segments etc. on monthly basis
- Performed deep analyses to spot trends and anomalies, and gain valuable insights from large databases to measure effectiveness of weekly marketing campaigns
- Led eight inbound leads per month from AMER by formulating customer segmentation strategies using predictive data sciences models. Shaped voice of the product by determining positioning, feature prioritization, competitive benchmarking per month

INFRASOFT TECHNOLOGIES — Mumbai, India
Marketing and Communications Consultant — 2018-2019

- Developed annual marketing plans and budget to support and promote the business and new launches. Spearheaded monthly content creation for web, digital, and marketing collateral and events for the firm and its offerings
- Achieved 52% increase in Facebook likes through effective content curation and engagement techniques; boosted Twitter followership by 15% and average engagement by 40% by building a strong network of fintech influencers and industry experts
- Enhanced organic web traffic by 23% over a year by optimizing landing pages and forms as well as creating backlinks on third party sites

CETKING EDUCATION PVT. LTD. — Mumbai, India
Public Relations & Communications Specialist — 2016-2018

- Designed strategies and execution plans for marketing and communications campaigns to develop business and increase customer reach; Managed weekly marketing activities on digital platforms - social, email
- Achieved an average 58% open rate formerly 11% by using compelling headlines and drip campaigns, as well as modified CTR by 18% by revamping email marketing content, scheduling, and creative plan

MEDIA.NET (DIRECTI) — Mumbai, India
Research Analyst — 2015-2016

- Performed exhaustive data extractions from client websites to analyze consumer behavior to formulate strategies for 100+ ad campaigns across verticals. Optimized traffic gains by 22% and revenue gains by 15% across all campaigns via high quality ad content

EDUCATION

FORDHAM UNIVERSITY, GABELLI SCHOOL OF BUSINESS — New York, NY
MS, Business Analytics — 2021-2022

- Relevant Coursework: Web Analytics, Database Management, Data Mining, Statistical Computation
- Projects: Marketing Analyst: Performing sentiment analysis from reviews by scraping review sites using Beautiful Soup to plan marketing activity for business

MUMBAI UNIVERSITY — Mumbai, India
MCom, Commerce and Management — 2015-2017

MITHIBAI COLLEGE, MUMBAI UNIVERSITY — Mumbai, India
BCom, Commerce

ADDITIONAL

- Languages: English, French, Hindi, Marathi, Gujarati
- Certification: Digital Marketing & Google Analytics by Google, Marketing and Business Analytics from online learning platforms; Social Media and Content Marketing from HubSpot
- President of Fordham Business Analytics Society: planning and organizing events and workshops to enhance skillset of graduate students.