

# Varun Mohan

DIGITAL MARKETING ANALYST

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## Professional Experience

### POURMYBEER

Digital Marketing Analyst

Chicago, IL

September 2019 - August 2020

- Work directly with the Chief Marketing Office to develop and execute B2B and B2C marketing strategies
- Manage and conduct weekly analyses of digital campaign performance, implementing changes and improvements based on engagement metrics
- Oversaw a 20% increase in engagement from select digital marketing campaigns over a 3 month period
- Restructure website landing pages and CTAs based on Google Analytics data to optimize visitor engagement, reducing bounce rates on multiple pages by more than 20%
- Met with prospective clients in person to discuss our technology and implementation and to cultivate business relationships
- Manage client and prospect information through PipeDrive, and make sales calls to prospective clients

### BUTTERSCOTCH SHENANIGANS GAMES STUDIO

GameJam Participant, QA/Playtest Intern

St. Louis, MO

June 2018 - June 2019

- Designed and created an original video game using GameMaker Studio 2 for company GameJam
- Worked alongside lead developers during the GameJam, receiving direct feedback about the development process
- Promoted to QA/Playtesting intern after three months
- Worked closely with the development team to tune and enhance player experience for 3 projects, one in pre-release stages

### MARKET RESEARCH PROJECT: FRIENDS & FAMILY

Undergraduate Consultant

St. Louis, MO

January 2019 - June 2019

- Worked alongside fellow undergraduates to develop a comprehensive market research plan to connect with and survey individuals from our target segment: women involved or interested in venture capital
- Designed a survey using past company data in order to assess respondents' opinions and knowledge of venture capital
- Conducted extensive research on competition, user accessibility of venture capital, and demographics of the target market

### STUDENT TECHNICAL SERVICES, WASHU

Student Technician

St. Louis, MO

August 2015 - January 2017

- Conversated with clients across the entire student and staff body to identify their needs and provide technical assistance
- Collaborated with co-workers to solve issues and personally consulted over 1000 technical incidents
- Served as a team leader for the annual training program, mentoring a team of 28 students on quality customer service, office protocol, and proper documentation

### DYNAMIC COGNITION LAB, WASHU

Undergraduate Researcher

St. Louis, MO

January 2017 - June 2019

- Worked directly with lab mentor and principal investigator to design and execute an original research project centering on decision-making strategies and event segmentation
- Filmed and edited over 100 video clips in Final Cut for research participants to view while our research team evaluated their event segmentation strategies

## Education History

### WASHINGTON UNIVERSITY IN ST. LOUIS

- Bachelor's of Science in Business Administration in Marketing
- Bachelor of Arts in Cognitive Neuroscience

St. Louis, MO

2015 - 2019

### EXPERIENCE LAB AT UC BERKELEY

- Completed a comprehensive course schedule involving applied strategies in content marketing and digital analytics
- Received a graduate certificate in Digital Marketing and Brand Storytelling

San Francisco, CA

2019

## Certifications & Skills

- Google Analytics Individual Qualification (2019)
- HubSpot Certification in Inbound Marketing (2019)
- Proficient with Postgre SQL
- Proficient with Microsoft Office Suite