

EXPERIENCE

AD SALES RESEARCH, SALES & MARKETING INTERN, CNN: Time Warner Media Jan 2020- Present

- Assisting Digital Ad Sales Research team in analyzing data sets to create sales pitch presentations
- Assisting supervisors with responding to RFPs by creating presentations and fact-checking each data to put forward the best stories
- Creating tracker for Mobile apps and social media engagement to see the company's standing with its competitors and creating reports based on observations including UI/UX analysis
- Data mining and data analysis using data warehouses like Yougov, Shareablee, and Comscore, etc.

MARKETING AND SOCIAL MEDIA INTERN, Everlasting Wardrobe Corp. July 2019- Dec 2019

- Researched and developed a database of potential brands, businesses, and influencers for brand promotion and collaboration. Developed strategies for collaboration with potential to generate 34% profit.
- Assisted Business Development team and worked cross-functionally to increase partnerships and penetrate revenue through collaborations with more than 9 brands to increase the range of target audience by 30%

RESEARCH GRADUATE ASSISTANT, New York Tech. Jan 2018- May 2018

- Assisted Market research on "The Emergence of Entrepreneurial Ecosystem Social Capital on Women and Minority-Owned Technology Venture Success", created a database of over 50,000 companies and their CEOs on Excel for Usability test.
- Analyzed findings using SPSS software to learn what problems women entrepreneurs face while looking for investment (seed funding) and how can it be resolved
- Logged responses and communicate with more than 70 respondents using dissemination techniques and methods to explain the intent of the survey and gain valuable insights on a research topic which increased overall survey response rate by 30%

MARKETING ASSOCIATE, Roposo Nov 2016 – Jun 2017

- Worked as a Growth Marketing & SEO Analyst at Roposo; a social entertainment platform that has raised \$32.7 million from returning investors Tiger Global
- Coordinated and improved search engine ranking by up to 40%, and analyzed results using analytical tools. Increased search ranking of "course page- ROPOSO blogging academy" to the first page on Google search within a 10 days target period
- Improved social media pages, penetrated 40% business from the pages and collaborated with more than 5 partner brands to increase conversion and click-through rate on the website
- Curated 8 new business vendors and multiple products for development and customer retention strategies while negotiating contracts and formulating distribution strategies

CO-FOUNDER, Seedhat July 2015- July 2017

- Spearheaded product at a growth marketing and consulting agency for the restaurant industry
- Headed a team of 12 employees and 15 interns and provided each department with a set roadmap
- Provided marketing team with business research and business strategies for product marketing and assisted them with sales

EDUCATION

- MBA: Marketing, New York Institute of Technology, NY GPA-3.83 Sep 2017- May 2020
- Bachelor of Arts: Elective English and French, Delhi University GPA- 3.79 July 2012- May 2015

SKILLS

- Marketing: Brand Strategy, Marketing Matrix, Brand Development, Digital Marketing, Product Management, SEO, Social Media Marketing, ERP Management
- Analytics: Data Mining; Excel-miner, Data Visualization; Tableau, Market research & analytics; IBM-SPSS, Google Analytics, You Gov, Shareablee, Comscore