

MARSHA VARGHESE

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RELEVANT EXPERIENCE

Hulu ♦ Santa Monica, CA

October 2020 – Present

Creative Coordinator, Subscriber Acquisition

- Create, develop and maintain creative briefs across all Sub-Acq needs to optimize subscriber growth through paid media
- Ideate best practices for creative team based on prior test performance and make relevant updates to company's BAU strategy
- Request appropriate creative assets in order to execute on creative briefs including but not limited to video clips, static images and key art
- Support creative reviews and approvals process by conducting quality assurance, consolidating feedback and communicating revisions
- Work cross-functionally among all Subscriber Acquisition teams for effective communication and maintaining brand consistency

ViacomCBS - Nickelodeon ♦ New York City, NY

June 2019 – April 2020

International Marketing Intern, Nickelodeon & Viacom International Studios

- Created digital marketing materials and decks; provided campaign support cross-functionally between Nickelodeon and ViacomCBS
- Assisted development of global launch of Geocaching X *Teenage Mutant Ninja Turtles* through graphics, copy and social media analytics
- Produced international Nickelodeon e-newsletters containing graphics and copy highlighting global marketing activations
- Organized Excel marketing activation grid detailing Nickelodeon's global activations accompanied by one-sheets detailing each event
- Maintained B2B site to be used in the promotion of ViacomCBS properties in international trade shows and markets

CNN ♦ New York City, NY

January 2019 – May 2019

Creative Brand Marketing & Public Relations Intern

- Created media lists for the marketing team to connect with high level contacts for the promotion of CNN Films
- Submitted nominations for Emmy Awards as well as local award shows for CNN Films
- Conducted competitive field research to analyze optimal times to host CNN events such as Citizen by CNN

NBCUniversal ♦ New York City, NY

September 2018 – December 2018

Market Research Intern

- Performed network competition analysis via Nielsen applications to build data set of viewer demographics
- Produced morning summary sheet of overnight ratings showing various statistical metrics and analytics for 20+ syndicated TV shows
- Provided analysis of viewer demographics to external clients to be used to target the ad sales market

Showtime Networks ♦ New York City, NY

June 2018 – August 2018

Audit, Compliance and Operations Intern

- Analyzed Showtime documentaries and created off-channel advertising that could be used to boost millennial documentary viewership
- Utilized Photoshop to create a new layout for the Showtime app to increase viewers and presented findings to company executives
- Reviewed channel lineups and provided Audit team with spreadsheet containing competing subscription-based channel lineups

GLOBAL RESEARCH, PRESENTATIONS & PUBLICATION

Technology in the Circular Economy: The Fight for Global Sustainability ♦ Kavala, Greece (Remote)

April 2020

- Researched the effects of circular economy models and developed marketing campaign to boost company participation in sustainability
- Awarded first prize for best presentation after leading group through transition to digital collaboration due to the effects of COVID-19

Smart Museums: The Digitalization of Art and Culture ♦ Kapfenberg, Austria

April 2018

- Researched the effects of boosting digital museum interface to improve virtual engagement without deterring physical attendance
- Presented international research with teammates from Spain and France at business conference held in Austria
- Awarded first prize for best poster presentation for research on The Digitalization of Art and Culture

Shaping the Gig Economy ♦ Coimbra, Portugal

May 2017

- Analyzed the emerging gig economy work force and forecasted economic benefits and individual attitudes towards the growing field
- Presented research with partners from Norway and The Netherlands on the effects of the gig economy
- Continued research at 2017 NBEA Conference; Research published (https://digitalcommons.molloy.edu/bus_fac/29)

EDUCATION

Molloy College ♦ Rockville Centre, NY

Graduate: May 2020

Degree: Bachelor of Science in Marketing, Cum Laude

GPA: 3.75

SKILLS AND INTERESTS

Digital: Microsoft Office, Google Suite, Paid/Organic Media, Photoshop, Cision, Nielsen, Tableau, MailChimp, AirTable, Outlook

Interests: Selling my paintings on Etsy and promoting my small business- especially on Tik Tok!