

EDUCATION:

Pace University, Lubin School of Business
MS Social Media & Mobile Marketing
Leadership:
Lubin Graduate Marketing Society Organization, *Marketing Manager*
Pace Indian Student's Association, *Marketing & Events Coordinator*

New York City, NY
Fall 2021 - Fall 2022

The Rutgers Business School
BSc, Marketing and Concentration in Business of Fashion
Leadership:
Rutgers Women in Business, *Marketing & Member Relations Committee Head*
Rutgers Indian Student's Association, *Vice President& Marketing Coordinator*

Newark, NJ
Fall 2015 - Spring 2019

CERTIFICATIONS:

- ICF Accredited, **Certified Life Coach Institute: *Certified Professional Life Coach 101 & 102***
 - **National Academy of Sports Medicines (NASM)**, Aligning Diet and Exercise
 - **Yale University**, The Science of Well-Being
 - **Imperial College London**, Health Coaching Conversations
 - **Advanced** Google Analytics
 - **Advanced** Microsoft Bing Ads & Search Engine
- September 2024

October 2024

October 2024

September 2024

Fall 2021

Spring 2022

PROFESSIONAL EXPERIENCE

KORCOMPTENZ, USA
Content Writer / Manager - Digital Marketing

Parsippany, New Jersey
November 2024 - Present

As a Content Manager, I play a key role in developing and executing content strategy across digital and print platforms, ensuring alignment with the company's vision and resonance with its target audience. I collaborate with cross-functional teams, lead content creation efforts, and shape the brand's voice. My exceptional writing skills, strategic thinking, and attention to detail enhance brand presence, engage the audience, and drive business growth.

- **Developed and executed a content strategy** that increased brand engagement by 40% and lead generation by 27% using Google Analytics, WordPress, and HubSpot.
- **Created high-quality SEO-optimized content** across websites, blogs, social media, and email campaigns, boosting organic traffic by 45% and improving search rankings by 35% leveraging SEMrush and Ahrefs.
- **Managed an editorial calendar**, ensuring 100% on-time content delivery across digital platforms.
- **Collaborated with cross-functional teams**, supporting 5+ product launches and marketing initiatives, contributing to a 25% growth in customer acquisition through LinkedIn, Instagram, Facebook, and Twitter/X.
- **Analyzed performance metrics** using Metricool and Google Analytics, optimizing data-driven content strategies to improve conversion rates by 15%.
- **Oversaw multimedia content creation**, driving a 60% increase in video views and 20% higher social media shares using Canva and Adobe Creative Suite.
- **Conducted industry research and competitor analysis**, identifying content opportunities that improved audience engagement.
- **Maintained a centralized content repository**, reducing content retrieval time by almost 50% and enhancing workflow efficiency.
- **Integrated AI-powered content marketing tools**, such as Jasper AI and ChatGPT, to automate content generation, increasing production efficiency by 35%.
- **Leveraged data science techniques** and predictive analytics to personalize content recommendations, improving customer engagement and retention.
- **Implemented machine learning-driven** audience segmentation strategies to refine marketing campaigns, leading to a 20% increase in targeted lead conversion.
- **Applied NLP (Natural Language Processing)** for sentiment analysis on customer feedback, enhancing brand communication and user experience.
- **Continuously monitored AI-driven SEO** and algorithm updates to ensure content relevance and maximize search engine performance.

FREELANCE PROJECT
ACT FOUNDATION, USA

Marketing Consultant and Strategist
As a marketing consultant for the ACT Foundation, a nonprofit dedicated to alleviating poverty and empowering communities, I made significant contributions by:

- **Freelance Marketing:** Enhanced the foundation's visibility through freelance marketing efforts, including web development and content creation.
- **Social Media Strategy:** Conducted A/B testing to develop effective social media toolkits and style guides. Managed targeted paid campaigns on Facebook, Instagram, and TikTok, resulting in a 15% increase in social media engagement over a month.

- **Brand Redesign:** Led the redesign and rebranding of ACT’s brand image to improve market presence. Created a comprehensive “Brand Visual Identity” kit that included new color schemes, typography, visual elements (imagery, patterns, and mascot), and taglines, and updated their marketing collaterals (letterheads, brochures, envelopes, and business cards).
- **Market Research:** Conducted market research and competitor analysis to identify five key growth opportunities in North and South America, enhancing outreach efforts.
- **Campaign Development:** Developed and implemented marketing campaigns such as blood donation drives in multiple states and led bi-weekly state coordinator meetings to guide the process.
- **Community Engagement:** Fostered relationships with community partners, stakeholders, and volunteers to amplify the foundation’s message and garner support for North Carolina and Virginia initiatives.
- **Performance Assessment:** Conducted regular assessments with state coordinators on social media efforts, compiling reports to present findings and recommendations for future strategies.

GLOBAL IMPACT INVESTING NETWORK (GIIN)
Marketing and Communications Associate

New York City, NY
Feb 2023 - Feb 2024

In my previous roles, I have gained substantial experience in content creation, project management support, communications strategy, sales coordination, and events planning. All of these have required me to use many technical applications and project management tools mentioned above.

At the GIIN, I managed and supported various communication and marketing projects. I was responsible for coordinating multiple internal teams and external stakeholders simultaneously, ensuring that project timelines were met and that all deliverables aligned with our overall strategic goals. This involved the following:

- **Task prioritization:** Utilized project management tools like Asana and Monday to organize and prioritize tasks, ensuring that projects moved forward smoothly, even when working under tight deadlines.
- **Stakeholder Collaboration:** Worked closely with internal teams (ops, development, R&D, events, and sales) and external stakeholders (event management teams, researchers, global investment nonprofits), facilitating communication to ensure that everyone was aligned on project objectives and timelines. Conducting bi-weekly meetings with each team was a crucial responsibility that I took on within the first 30 days of my role. This was particularly important for campaigns that required coordination across different media channels globally, as well as for cross-promotion within firms.
- **Budget and Resource Management:** I assisted in managing budgets for various marketing initiatives, ensuring that resources were allocated efficiently and that projects stayed within budget constraints. These budgets ranged from \$3,000 to \$50,000.
- **Social Media Management:** Implemented A/B testing, sentimental analysis, and engagement analysis on various ad campaigns to optimize performance, leading to a 35% increase in click-through rates and a 25% decrease in cost-per-acquisition. Created marketing collaterals and print media for all the GIIN’s 2023-2024 events.
- **Collaboration:** Collaborated with cross-functional teams to analyze customer data and adjust marketing strategies accordingly, resulting in a 27% increase in social media engagement.
- **Strategizing:** Developed a comprehensive social media content calendar incorporating SEO/SEM best practices, resulting in a 40% increase in web traffic and a 20% boost in lead generation over two quarters.
- **Managing Timelines:** Collaborated with 3 external agencies to successfully launch 8 timely and budget-conscious campaigns, resulting in a 15% increase in ROI.
- **Reporting and Distribution:** Tracked and produced quarterly performance reports for digital marketing campaigns, assessing ROI and KPIs using platforms like Cision, Google Ads Manager, Google Analytics, and social media platforms. Presented these reports to the CMO and R&D teams, leading to my acquisition of new responsibilities and role diversification.
- **Marketing Coordination:** Led the events and marketing team for GIIN’s largest event, the 2023 Impact Forum, which gathered 1,600 global leaders and investors in Copenhagen, Denmark. Increased GIIN’s forum registrations by 33% and attendance by 30% year-over-year through targeted marketing efforts. This resulted in raising \$5,00,000 in funds for the organization.
- **Email Campaigns and Marketing:** Created and executed email marketing campaigns for GIIN’s global network of 70,000 subscribers, representing a 26% increase from the previous years. (Use of mail chimp and pardot).

MARKETCAST LLC
Research Analyst, Custom Research, Brands & Lifestyle Team

New York City, NY
June 2022 - Dec 2022

At MarketCast, a truly full-service agency, I had the opportunity to engage in a wide range of responsibilities, including conducting qualitative and quantitative market research, project management, insightful data collection and analysis, reporting, cross-functional teamwork, and web design and development. While at the agency, I used Excel extensively for market research, data analysis, and data collection, which helped me hone my MS Office Excel skills. I tackled unique business challenges for industry leaders such as Lululemon, Infiniti Cars, Peloton, Getty Images, and many more. From day one, I hit the ground running, delivering actionable insights that contributed to strategic decision-making and client success.

- **Market research & analysis:** Gathered and analyzed qualitative & quantitative market research data by conducting focus groups, in-depth interviews, ethnographic research, surveys, experiments, and big data analysis.
- **Report creation:** Assisted in creating marketing research reports for diverse clients in the entertainment, tech, and lifestyle industries.
- **Performed Q&A** for client projects with budgets exceeding \$150,000.
- **Compiled** and analyzed statistical data, conducted competitive analysis on market offerings, evaluated program methodology, and provided feedback on market research projects with budgets over \$100,000.
- **Aided moderators** in crafting discussion guides, surveys, and screeners for fandom research.
- **Collaborated cross-functionally** on survey development, project execution, video editing, copywriting, link-checking, and technical checks, which involved engaging with various stakeholders to address their needs. This experience allowed me to create strong working relationships with internal and external partners.

RIGHTWORDS PUBLICATIONS PVT LTD

Marketing Strategist

At Rightwords, I was heavily responsible for preparing and implementing, as well as developing social media strategies for LinkedIn, Facebook, X (Twitter), and Instagram. I monitored market trends by creating financial market reports and implemented suitable marketing strategies that boosted overall brand health by 20% in 4 months.

Pune, India

Jan 2020 - Dec 2020

- Marketing and design:** I created a website and print media content for 7 different industry leaders that included clothing brands, hospitals, restaurants, elementary schools, and universities. This included magazine articles, promotional prints, billboard ad designs, outdoor advertising, brochures and flyers, newsletters, email marketing campaigns, and website content creation.
- Project Management:** I effectively managed the creation and distribution of marketing content for seven diverse industry leaders. This experience required strong project management abilities, as I oversaw multiple tasks from concept to execution, ensuring timely delivery while maintaining quality.
- Market Analysis and Client Retention:** I conducted competitor and sentiment analysis to derive insights that informed our marketing strategies. This effort not only helped retain 70% of our existing clients but also acquired new projects worth over \$50,000 during a challenging economic period, showcasing my ability to deliver results even in tough situations.
- Proficiency in Microsoft Office:** I am skilled in using MS Word, Excel, and PowerPoint for reporting and presentations, which will support my ability to develop training programs and sales tools for the Sales and Field Teams effectively.

PACE UNIVERSITY

Student Success Analyst

While pursuing my MS degree in Marketing at Pace University, I had the opportunity to engage in on-campus job in the admin office that required me to perform the following duties:

New York City, NY

Sept 2021 - May 2022

- Reporting:** Developed over 500 transactional reports using student data to support engagement operations for more than 5,000 students.
- Analyzing:** Created reports for institutional decision-makers by utilizing external databases such as IPEDS.
- Additional Support:** Provided data and analytics to the Provost’s office to support data-informed programmatic and curricular decisions for the institution.

RUTGERS BUSINESS SCHOOL (RBS)

Research Assistant, Rutgers Behavioral Laboratory

While pursuing my BS degree at Rutgers University, I had the opportunity to work on-campus in the Marketing Department. During this time, I collaborated closely with the Marketing Head Chair on the Research Curriculum Project 2018-2019, researching the top 50 U.S business schools and designing a marketing curriculum for the Rutgers Business School. Additionally, I worked as a Research Assistant in the behavioral lab where I performed the following duties:

Newark, NJ

Sept 2017 - April 2019

- Research Assistance:** Assisted five Ph.D. Marketing students in creating and designing research projects and theses from 2017-2019.
- Training:** Trained thirty rookie research assistants in the lab and helped them conduct research activities while assisting undergrad students with research studies. Conducted A/B testing and SEO/SEM best practices.
- Administrative Duties:** Performed daily admin tasks for the lab, including maintaining data and reports in Excel, updating the lab’s website promptly, managing student records, and reporting to the Department Head.

PANCHSHIL REALTY

Marketing Intern

During my summer internship at Panchshil Realty (one of the largest and topmost luxury real estate firms in India), I was responsible for creating omni-channel marketing strategies and executing them through different relevant marketing channels. I closely worked with the Sr. Marketing Manager and CMO in many high-performing marketing campaigns for 2018. Some of the main activities I focused on were:

Pune, India

Summer 2018

- Advertising:** Promoting Panchshil Towers and Trump Towers (Pune, India). This was our top and highest-performing project with a budget of Rs. 75,00,0000, and were successful in reaching our desired sales goals within 9 months.
- Managing** over 100 RECs and Channel Partners (external stakeholders) via email marketing.
- Developing:** Creating and handling social media marketing, email marketing, SEO strategizing, and content creation for different platforms.
- Designing:** Updating all social media platforms and creating content for new and upcoming projects in a timely manner. Maintaining social media calendar and circulating time reminders with internal teams.

SKILLS:

Technical: Design (Web flow, Adobe, Canva, Illustrator, GoDaddy, Square Space, Photoshop, WordPress), MS Office, Qualtrics, Recollective, Google Analytics, Google Ads, MRI Simmons, SEMrush, Cision, Tableau, MailChimp, Salesforce, HubSpot, Asana, Survey Monkey, Stova, Creative Suite, Eventbrite, Pardot, MODX, Monday, Reduct, SharePoint, Android App, LinkedIn, Moz, Hootsuite, Google Data Studio, Sprout Social, TikTok, Owler, and SpyFu.

Interests: Healthy lifestyle and nutritional coaching, volunteer work, music, blogging, hiking, and cooking.