

EDUCATION

Campbellsville University , <i>Louisville Kentucky</i> Master of Science in Information Technology Management	PRESENT
VIRGINIA COMMONWEALTH UNIVERSITY , <i>Richmond, VA</i> Master of Science in Global Marketing Ranked #1 for Case Study Interviews	May 2019
CHRIST UNIVERSITY , <i>Bengaluru, India</i> Master of Business Administration Ranked #2 among 350 students in Marketing and Strategy	May 2018

SKILLS

Technical Skills: Data studio, MS PowerPoint, Paid Media Marketing, Campaign Manager, SV360, Tableau, Salesforce Marketing and sales cloud, Salesforce Service cloud, Advanced Excel, MS Visio, Google Tag Manager, Alteryx, and Power BI
Concepts: Forecasting, Digital Marketing optimization, Media buy planning.
Certifications: Google Analytics, AdWords, Salesforce Admin, Display & Video 360, Simplifi.fi.

WORK EXPERIENCE

LevLane , <i>Philadelphia, PA</i> <i>Digital Media Analyst Coordinator</i> Present	June 2020 -
<ul style="list-style-type: none"> • Worked with multiple data sources, reports (site metrics, campaign/channel reports, traffic and conversion reports) to analyze campaign performance and make recommendation for improvement in campaign and helped in making business decision. • Communicated analytics findings and actionable recommendation in a manner tailored to internal and external audiences. • Managed and continually enhance campaign reporting that allows LevLane and our clients to understand the trends on the clients' campaigns. • Generated weekly, monthly, and quarterly performance reports for clients, including ability to recognize and troubleshoot data anomalies. • Working as liaison between all the cross functional team (Sales, Account Management and Ad Operation) and head of departments to develop a marketing and promotions campaigns within the client's budget and streamline business process to make it more effective. 	
Orbit Interactive , <i>Miami, Florida</i> <i>Ad Operation Manager</i>	June 2020 - Present
<ul style="list-style-type: none"> • Conceptualize, execute, and present contents of a full year proposal, which include developing media plans and recommending multi-channel marketing strategies to meet agency goals for our clients. • Analyzing campaign performance with regular reporting on a granular level to provide deeper insights and define strategic recommendations. • Resulted in an increase of 20% in global leads, 15% in bookings, and reduced CPL of -25% across all digital channels. • Experienced in Handling clients from various industry. E.g., Extended stay America, Georgia Southern University, Aaron's, Baer's, Alamo, Crystal Cruise and South African Airways spending 15 + million dollar/ year.. 	
Orbit Interactive , <i>Miami, Florida</i> <i>Ad Operation Analyst</i>	Aug2019 – May2020
<ul style="list-style-type: none"> • Responsible for Launching Digital campaigns on various programmatic platforms and optimizing it for better ROAS. • Composed and distributed monthly and quarterly reports by leveraging tools such as Omniture (Adobe), Tableau, and Data studio with highlighting promotional campaign & channel performances, identified key insights on audience/ market share and provided executives with in-depth recommendations on budget allocation. • Responsible for daily, weekly, and monthly reports, analysis and dashboard and shared with respective stakeholders, using intelligence tools such as Google Campaign Manager, Google Analytics, Google Data studio and Power BI. 	
Bosch Pvt. Ltd , <i>Bengaluru, India</i> <i>Marketing Analyst</i>	Jan 2018 – July 2018
<ul style="list-style-type: none"> • Listed Bosch products on Flipkart, Amazon and executed digital marketing campaigns there and on all e-retail outlets in India. Worked on interactive projects for Bosch DIY with Amazon.com. • Increasing the conversion of washers online from 3% to 4% by price, cataloguing and reviews. • Preparing a price elasticity report for the online star product GSB 500 RE. 	
Think and Learn Pvt. Ltd , (Byju's) <i>Bengaluru, India</i> <i>Marketing Analyst</i>	Feb 2016 - Aug 2017
<ul style="list-style-type: none"> • Tracked and automated weekly detailed performance reports incorporating quantitative results and graphic visualizations using Excel and Google Analytics to provide guidance on creative development, competitive insight, and latest digital media advertising trends. • Responsible for developing international marketing strategy & execution of lead-generation focused campaigns. 	

ACADEMIC CONSULTING EXPERIENCE

eCommerce Marketing for Amazon Book the Source Book of Hindu Mythology, *Richmond, VA*
 Created 3 digital Google Ad campaigns leading to a 61% increase in clicks and 30% increase in conversion and presented performance reports to the author using Google Analytics.

REAL, Office of Provost, *VCU, VA*
 Conducted brand audit to identify specific brand image challenges faced by Branding and Marketing Team and recommended strategies. Based on qualitative research of student response towards the program, which were successfully adopted and resulted in 7% increase enrollment in the program.