RAJ ROSHAN
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EDUCATION

Campbellsville University, *Louisville Kentucky*
Master of Science in Information Technology Management

VIRGINIA COMMONWEALTH UNIVERSITY, *Richmond, VA*
Master of Science in Global Marketing
Ranked #1 for Case Study Interviews

CHRIST UNIVERSITY, *Bengaluru, India*
Master of Business Administration – Marketing and Strategy
Ranked #2 among 350 students in Marketing and Strategy

SKILLS

Technical Skills: Data studio, MS PowerPoint, Paid Media Marketing, Campaign Manager, SA360, Tableau, Salesforce Marketing and sales cloud, Salesforce Service cloud, Advanced Excel, MS Visio, Google Tag Manager, Alteryx, Power BI, and Google Tag Manager

Concepts: Market strategy, Audience segmentation. Marketing Funnel, SEO, PPC and Media buying and planning

Certifications: Google Analytics, AdWords, Salesforce Admin, Display & Video 360, Simpli.fi.

WORK EXPERIENCE

Zimmerman Advertising (Omnicom), *FLL, FL | Marketing Science Manager*   August 2022 – Present

- Leading a high-performing team of Media planner and Marketing analyst, fostering collaboration, and driving excellence in Marketing campaign execution and optimization
- Developed and executed innovative **marketing strategies and analytics** capabilities to drive **new business** and client retention, resulting in an increase of **10% increase** in overall revenue.
- Collaborated closely with cross-functional teams to define KPIs and establish **measurement frameworks** for Marketing campaigns and initiatives
- Oversaw **multimillion-dollar media budgets**, optimizing allocation across channels and translating complex needs to marketing strategies, garnering best ROI for clients.
- **Designed** new taxonomy, campaign naming and onboarding process of new vendors and clients.
- Spearheaded the data immersion for different clients from their CRM to implement **data-driven attribution** models to measure the impact of different marketing touchpoints, **customer journey**, efficient audience segmentation and targeting.
- Developed and **executed A/B test** across multiple digital marketing channels, messaging elements to drive **20% uplift** in campaign engagement.
- Conducted competitor analysis and market research to identify opportunities and improve competitive positioning, contributing to a **10% increase in market share** within the target industry.
- Designed and executed comprehensive tracking and reporting system, providing real-time performance metrics and actionable recommendation to stakeholders
- Collaborated with cross-functional teams to integrate marketing technologies, such as CRM system and marketing automation platforms, ensuring seamless data flow and enhancing campaign targeting capabilities
- Mentored and trained junior team members on Marketing analysis techniques and best practices, fostering a culture of data-driven decision-making within the marketing department
- Client Managed – Five Below, Seaborn and Holland cruise Line, McDonald's, Jet Blue Airways, Yuengling AutoNation and Blue Compass

LevLane, *Philadelphia, PA | Sr. Manager Digital Media Analytics*   April 2021 – July 2022

- 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 campaigns and helped in making business decision.
- Communicated **analytics findings** and **actionable recommendation** in a manner tailored to internal and external audiences.
- Responsible for **media planning and strategy** for marketing campaigns including direct, media, online and offline advertising and promotional activities.
- Managed and continually **enhanced campaign reporting** that allowed 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, *Miami, Florida | Ad Operation Manager*   June 2020 – April 21
- 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.
- 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.

Bosch Pvt. Ltd, *Bengaluru, India | Marketing Analyst*   Jan 2018 – July 2018
- 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.
- Created a **market funnel** for newly launched measurement device.
- Increased the conversion of washers online from **3% to 4% by price**, cataloguing and reviews.

Think and Learn Pvt. Ltd, (Byju's) *Bengaluru, India | Marketing Analyst*   Feb 2016 - Aug 2017
- 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.