

ALBA RAJANIBALA

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EXPERIENCE

PUBLICIS - RAZORFISH | Associate, Strategy & Consulting

JUN 18 - NOW

- Working within One Publicis Team Samsung to develop data driven strategy for product development, audience segmentation, GTM positioning and UX audit for client's portfolio of flagship devices, apps, and services
- Promoted within a year of joining the company from Jr. Associate to Associate & recognized by the New York office for being a "trusted client advisor & mentor to other team members"
- Driving marketing driven revenue by evaluating new revenue opportunities, market sizing, market landscape research with a focus on fintech, digital health, gaming, and loyalty products
- Analyzing and cleaning quantitative & qualitative data from research vendors using proprietary Excel tools & SPSS to report on flagship device launches and develop reactive strategy to global C-suite stakeholders
- Synthesizing 1st and 3rd party data into valuable consumer insights to guide strategic and creative team
- Leveraging analytical & information design background to review analysis of campaign metrics for client's breadth of marketing efforts of its content & services apps to highlight user trends monthly
- Exceeding MAU & RU benchmarks by distilling data & research findings into strategic recommendations for stakeholders - both internally & on client-side while working with creative & analytics team
- Designing road-maps and communication plans evaluating triggers for push notifications and emails and streamlining siloed consumer data to increase business efficiency while working closely with analytics team

HERMES PARIS | CRM & Advertising Intern

SEP 17 - JAN 18

- Worked within team of 5 to clean & maintain clientele database to inform outreach strategy for all US boutiques

IPG - MCCANN | Strategy Intern

JUN 17 - AUG 17

- Worked within team of 50+ strategists supporting strategy for: Qualcomm, Lockheed Martin, and Chick Fil A; Led & won 1st place for intern's summer pitch project for Chick Fil A

WPP - GROUP SJR | Strategy Intern

JAN 17 - MAY 17

- Worked within team of 10+ strategists supporting strategy & manage reporting for: Pfizer, Avon & Tough Mudder

EDUCATION

CUNY BARUCH COLLEGE | Zicklin School of Business

CLASS OF 2018

Major: Marketing Analytics; Minors: Graphic Design & Corporate Communications

PROJECTS

customs by alba

Hand-painting custom canvas & ready-to-wear inspired by the 2,500-year-old Northeast Indian art form, 'Madhubani'

chrome watch party

Helped launch beta for an ephemeral chrome extension letting users watch shows with others across streaming platforms

AWARDS & ACTIVITIES

Mentor

Association of National Advertisers, Summer 2020

Panelist

Cornell University, Mar 2020
Baruch College, Nov 2019

Icon Award

Publicis Sapient,
New York Office, Oct 2019

Best Book Award

Educational Society for
Heritage of India, Aug 2016

SKILLS

Analytics:

MS Excel, Google Analytics,
Tableau, Adobe Analytics

Social Analytics:

Sprinklr, SproutSocial,
Spredfast, Brandwatch

Other:

HTML, Adobe CS, Info Design,
learning CSS & Python

Languages:

Hindi, French, Urdu