

ALBA RAJANIBALA

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EXPERIENCE

Associate, Strategy & Consulting

PUBLICIS SAPIENT
JUN 2018 - NOW

- Working within the One Publicis Team Samsung team of brand, digital, and crm strategists and consultants to inform evergreen and launch-based B2B and B2C strategies
- 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"
- Analyzing qualitative & quantitative data collected from surveys to track product launch performance against YOY benchmarks to draw insights & reactive recommendations
- Maintaining data integrity by developing expertise in proprietary Excel-based analytics tool to deliver most accurate statistical representation & visualization of survey findings
- Synthesizing findings into key recommendations to advise C-suite stakeholders on retail merchandising, product onboarding, email marketing, & overall business strategy
- Creating storylines from insights into reports to clearly communicate key findings within tight deadlines and while managing internal team members & market research vendors
- Leading .com and GTM strategy for new product, content, and services launches within tight deadlines to brief creative and account teams on overall strategies & recommended POVs
- Developing & sharing expertise on industry and product trends to directly inform go-to-market strategies for a range of content & services offerings and a diverse smartphone portfolio
- Leading presentation of market & consumer insights to internal & client stakeholders in the form of data visualizations and reports and facilitate knowledge-sharing

CRM Intern

HERMÈS NEW YORK
SEP 2017 - JAN 2018

- Worked under team of 5 in the Advertising department of a fashion luxury brand to clean and maintain database of clientele engagement to help inform outreach strategy for all US stores
- Generate & deliver crm reports daily using IBM COGNOS & CEGID to inform campaign strategy

Strategy Intern

McCANN NEW YORK
JUN 2017 - AUG 2017

- Worked under team of 50+ strategists at a full service ad agency for clients (Qualcomm, Lockheed Martin, Choice Hotels, New York Lottery, L'Oreal, and Chick Fil A) and new biz pitches
- Led & won 1st place for a strategy pitch as a part of summer interns' group project to help increase Chick Fil A's college outreach across 12+ locations using real-time social monitoring

EDUCATION

CUNY Baruch College
Class of 2018

Major:
Marketing Analytics

Minors:
Graphic Design
& Corporate Communications

HONORS

Icon Award
Publicis Sapient
Oct 2019

Marketing Expo
CUNY Baruch College
Panelist, Nov 2019

WiTNY CaRe
Cornell University
Panelist, Mar 2020

SKILLS

Analytics:
MS Excel, Google Analytics,
IBM Watson, Tableau, Adobe
Analytics, Global Web Index,
ComScore

Social Analytics:
Sprinklr, AgoraPulse, Hootsuite,
SproutSocial, Spreadfast,
Brandwatch, SocialBakers,
Snaplytics

Other:
HTML, Adobe CS, Data Viz

Languages:
Hindi, French, Urdu

PASSION PROJECT

customs by alba

keeping the 2,500-year-old Northeast Indian folk art form of 'Madhubani' alive in digital iterations by creating custom prints, magnets, and paintings on canvas & on ready-to-wear clothing