

ALBA RAJANIBALA

CONTACT

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EDUCATION

CUNY Baruch College,

Zicklin School of Business

Bachelor of Business Administration

Class of 2018

Major: Marketing Analytics

Minors: Graphic Design &

Corporate Communications

LEADERSHIP

Hindu Student Association

President, '16 - '17

Advertising Design Society

Vice President, '16 - '17

T.E.A.M. Baruch

Trained Peer for Career, '15

SKILLS

Analytics

IBM Watson, Tableau,

Google Analytics, Adobe

Analytics, Global Web Index,

ComScore

Social Analytics

Brandwatch, SocialBakers,

Spredfast, AgoraPulse,

Hootsuite, Sprinklr, Sprout

Social

Languages

Hindi, Urdu, French

Other

HTML, Python, Adobe CS

TRAVEL

Italy, France, Nigeria,

Senegal, Kenya, UAE, India,

Armenia

PROFESSIONAL EXPERIENCE

Hermès Paris | Advertising Intern, Sep '17 - Now

- Working under team of 5 at a luxury brand to deliver digital and CRM strategy reports to help inform outreach strategy for 20+ locations

McCann NY @ IPG | Social Strategy Intern, Jun '17 - Aug '17

- Worked on the Social & Strategy team of 50+ people at a full service agency for clients (Qualcomm, Lockheed Martin, Choice Hotels, New York Lottery, MGM, Chick Fil A, L'Oreal) and new business pitches.
- Identify and report insights, trends, opportunities, and risks to optimize brand and social strategy for clients using tools like Global Web Index, ComScore, Google Trends, Brandwatch, Spredfast, and SocialBakers.
- Single handedly create agency POVs on key opinion leaders, social platforms (Facebook, Instagram, LinkedIn, Twitter, Pinterest, Snapchat) while collaborating on agency-wide thought leadership initiatives.
- Led and won brand & social strategy pitch as a part of a summer interns' group project to help identify a college opportunity for Chick Fil A.

Group SJR @ WPP | Social Strategy Intern, Jan '17 - May '17

- Worked under social, strategy, and analytics team of 10+ at a content and branding strategy agency for clients (Google, Pfizer, Avon, Johnson & Johnson, General Electric, Clio Awards) and new business pitches
- Compiled and delivered 10+ creative and strategy briefs in addition to weekly social and website analytics reports with recommendations to optimize content strategy using tools like Sprout Social, Sprinklr, and
- Pitched strategy and creative executions to clients to leverage social platforms & audiences to transform content to adapt to media platforms' features which helped increase following by 12% and engagement by 20%

Seiden Advertising | Social Analytics Intern, Jun '16 - Dec '16

- Worked under a social strategy team of 3 at a small, full-service agency for pharma & healthcare clients (HealthQuest & New York Presbyterian).
- Monitored a fitness webapp using Google Analytics, email blasts using Survey Monkey, and social media accounts using Iconosquare & AgoraPulse.
- Analyzed, wrote, and brainstormed content for Facebook, Twitter, and Instagram accounts using social media management tools while creatively applying insights to develop engagement and developing existing strategies and opportunities

Weissman Center @ Baruch | Communications Assistant, Oct '15 - May '16

- Promoted International Business department's Study Abroad, Work Abroad, and Internship programs through social media to increase student participation by 25% every semester.
- Created promotional materials to increase engagement using Adobe CC.

HONORS & PUBLICATIONS

FindSpark Hustle Summit

Fellow, 2017

Creative Inquiry Day

Honorable Mention, 2016

Educators' Society For Heritage of India

Book of the Year, 2015

Beeblyclark + Meyler Challenge

Honorable Mention, 2015