

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
- 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 | CRM & Advertising Intern

SEP 17 - JAN 18

- 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

IPG - MCCANN | Strategy Intern

JUN 17 - AUG 17

- Worked under team of 50+ strategists at a full service ad agency supporting strategy for: Qualcomm, Lockheed Martin, and Chick Fil A; Led & won 1st place for intern's summer pitch project for Chik Fil A

WPP - GROUP SJR | Strategy Intern

JAN 17 - MAY 17

- Worked under team of 10+ strategists at a digital agency supporting strategy and manage reporting for: Pfizer, Avon and Tough Mudder

EDUCATION

CUNY Baruch College

Class of 2018

Major:

Marketing Analytics

Minors:

Graphic Design
& Corporate Communication

Leadership:

Advertising Design Society
Vice President

Hindu Student Association
President

SKILLS

Analytics:

MS Excel, Google Analytics,
IBM Watson, Tableau, Adobe
Analytics, ComScore

Social Analytics:

Sprinklr, Hootsuite,
SproutSocial, Spredfast,
Brandwatch, SocialBakers,
Snaplytics

Other:

HTML, Adobe CS,
learning CSS & Python

PROJECTS

customs by alba

keeping putting the
2,500-year-old Northeast
Indian folk art form of
'Madhubani' alive via digital
mediums (prints, magnets) as
well as paint (on canvas &
on ready-to-wear clothing)

chrome watch party

helped launch beta for a
chrome extension that is
mindful of user data while
allowing them to watch
shows with friends across
most popular streaming sites

HONORS

Icon Award

Publicis Sapient,
Oct 2019

Marketing Expo

CUNY Baruch College,
Panelist, Nov 2019

WiTNY Ca-Res

Cornell University,
Panelist, Mar 2020

LANGUAGES

Hindi, French, Urdu