

## PRIYAL KALATHIYA

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### EDUCATION

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#### Suffolk University

Master of Science in Marketing

Dean's List

Boston, MA, USA

September 2022 - January 2024

#### ICFAI Business School

Post Graduate Diploma in Management: Marketing and Finance

#### Thakur College of Commerce and Science

Bachelor of Management Studies in Marketing

Ahmedabad, GJ, India

August 2019 - February 2021

Mumbai, MH, India

June 2016 - April 2019

### SKILLS

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**Marketing Tools:** Google AdWords, Google Analytics, Hootsuite, Marketo, CRM Systems (Salesforce, HubSpot), Digital Platforms (Facebook Ads Manager, LinkedIn, and Microsoft Advertising), MailChimp, Adobe, SEO/SEM, Content Management Systems.

**Business Skills:** Business Development, Market Analysis, Strategic Planning, Brand Positioning, E-commerce Optimization, Sales Funnel Management, Customer Journey Mapping.

**Analytical & Technical Skills:** SAS, Advanced MS Excel, MS PowerPoint, SQL, Data Visualization with Tableau and Power BI, A/B Testing, and Market Research Methodologies.

### PROFESSIONAL EXPERIENCE

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#### Khimji Ramdas - Procter & Gamble Co. Distributor

Brand Development Manager

Ahmedabad, GJ, India

March 2021 - August 2022

- **Developed and implemented comprehensive strategies** for renowned P&G brands, significantly **increasing market share** and fostering **brand loyalty**.
- Initiated a **sustainable branding campaign** for Pantene, resulting in a **20% expansion** in consumer base among **eco-conscious segments**.
- Implemented effective Pay-Per-Click (PPC) campaign management strategies, achieving an **18% decrease in cost per acquisition (CPA)** while maintaining high conversion rates.
- **Led targeted digital marketing campaigns**, achieving a **20% market penetration** for Venus, by employing **SEO/SEM tactics & social media marketing**, alongside effectively utilizing digital platforms such as **Facebook Ads and LinkedIn Ads**.
- **Enhanced in-store sales and visibility** for brands like Gillette and Old Spice by optimizing **product placement strategies** and forging **strategic retail partnerships**, resulting in a **10% sales uplift**.
- Conducted data analysis using **SAS, advanced MS Excel, and SQL**, integrating findings with **Tableau and Power BI** for data visualization, supporting strategic decisions that led to a **15% improvement in ROI**.

#### Khimji Ramdas - Procter & Gamble Co. Distributor

Digital Marketing - Intern

Ahmedabad, GJ, India

February 2020 - February 2021

- **Drove cross-brand promotional strategies**, significantly boosting **brand awareness** and **customer engagement** for Pampers and Vicks through innovative digital campaigns and **community engagement efforts**.
- **Utilized advanced data analytics tools** like **Google Analytics and Hootsuite** to derive consumer insights that informed strategic decisions and marketing efforts, leading to a **15% revenue increase** across the P&G brand portfolio.
- **Conceived and pitched a creative advertisement concept** for Tide, earning recognition for its innovative approach and contributing to **enhanced brand engagement and consumer connection**.

#### Naitik Jewels

E-Commerce and CRM Coordinator (Part-Time)

Mumbai, MH, India

July 2016 - July 2019

- Managed customer relationships and campaign tracking using **CRM systems like Salesforce and HubSpot**, enhancing insights and contributing to a **20% increase in customer retention**.
- **Established a pivotal partnership with Walmart**, markedly **increasing market share & lifting sales by 35%** for key products.
- Optimized **e-commerce platforms and managed sales funnels**, implementing **customer journey mapping** at Naitik Jewels, which enhanced the user experience and increased conversion rates.
- **Spearheaded the launch of a new business unit** at Naitik Jewels, culminating in a **\$90,000 landmark order** within the first month, demonstrating significant market demand and effective product introduction.
- Employed Google Sheets, Database, and Qualitative research to enhance **operational efficiency by 22%**.