

MAHIMA TEJWANI

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SUMMARY

Dynamic and results-driven marketing professional with a background in digital marketing, communications, and conversion rate optimization. Proven track record in managing successful social media campaigns, executing A/B testing, and utilizing data analytics to drive business growth. Highly skilled in content creation, strategic marketing, and data-driven decision-making to enhance user engagement and business outcomes. Passionate about leveraging marketing skills to support community-focused initiatives and make a positive impact.

EDUCATION

MBA Marketing and Digital Marketing, University of New Haven | GPA: 3.8, Dec 2023

Bachelor of Mass Media and Mass Communications, R.D. National College | GPA: 3.7, Mar 2019

SKILLS

Technical Proficiency: Python, R, SQL, Data Studio

Marketing and analytical tools: VWO, Google Cloud Platform(GCP), Google Analytics 4, Salesforce Marketing Cloud, GTM, BigQuery, AB Tasty, Tableau, MS SQL Server, Microsoft 360, HubSpot, Customer Segmentation, Adobe Analytics, Moz, SEO, SEM, Paid Ads (Facebook Pixel, Facebook Ads Manager, Google Ads, LinkedIn Ads, Instagram Ads), Hotjar, Ahrefs, CRM, Mailchimp, Statistics, Hypothesis Testing, A/B testing, Multivariate Testing, Market Basket Analysis, Sentiment Analysis, Geospatial Analysis, Predictive Modelling, Trend Forecasting, Competitive Analysis, Market Segmentation.

EXPERIENCE

Junior CRO Specialist, ISG | Aug 2024 - Present

- Managing Google Tag Manager to create triggers and tags, including cookie consent and cookie policy scripts.
- Conducting A/B testing using VWO, leading experiments that result in a 20% revenue increase in variations compared to control.
- Analyzing user journeys through Google Analytics to identify high-traffic pages and optimize engagement.
- Performing user session recordings and journey analysis using BW Insights to understand user behavior.
- Visualizing data using Studio to identify trends and present insights effectively to stakeholders.
- Utilizing SQL Server to manage backend data, ensuring data accuracy and enabling data-driven decisions.

Communications and Social Media Coordinator, The Salvation Army – West Palm Beach, FL | Feb 2024 - Jul 2024

- Conducted comprehensive web analysis to improve user experience and engagement.
- Managed social media pages and developed strategies for Twitter, Facebook, and Instagram, resulting in increased engagement by 25%.
- Designed and created graphics, content, and visual materials for marketing campaigns, annual reports, brochures, and social media.
- Wrote and edited content, including social media posts, articles, blog posts, and promotional materials to enhance brand visibility.
- Crafted compelling copy for campaigns and collaborated with teams to maintain consistent brand messaging.
- Wrote press releases, news articles, and PR content to promote events, partnerships, and initiatives, improving community awareness and donor engagement.

- Provided strategic input for business development initiatives and collaborated with media companies to increase donors and visibility.

Marketing Analyst Intern, Kiddie Tech University - New Haven, CT | May 2022 - Sept 2022

- Led a website redesign using Adobe Analytics and Hotjar for enhanced user experience.
- Managed the school's social media platforms with Facebook Ads Manager, Instagram Ads, and LinkedIn Ads, reducing response time by 38%.
- Increased sales lead conversations by 14% through SEO and Google Analytics 4 strategies.

Digital Marketing Manager, Alca Media - Mumbai, India | Oct 2020 - May 2022

- Boosted revenue by 200% for social media packages with targeted Google Ads for B2B companies.
- Identified the jewelry sector and acquired 10 new clients through Market Basket Analysis.
- Raised web traffic by 23% using Salesforce Marketing Cloud, HubSpot, and SEO.

Content Creation and SEO Specialist, Haute24 - Pune, India | Oct 2019 - Oct 2020

- Developed and executed content marketing initiatives, leveraging paid ads and influencer marketing to boost traffic and revenue in the luxury goods segment.
- Improved content performance by 20% using Google Search Console analytics and Ahrefs.
- Enhanced brand visibility by 33% through Moz and advanced SEO techniques.
- Conducted competitor analysis and demographic studies using Excel and Tableau Desktop.

ACADEMIC PROJECTS

Webster Bank Strategic Consultant (Capstone Project), SQL, Python, Excel, Tableau

- Conducted a comprehensive business analysis using SQL queries to analyze data, strategize, and enhance environment, social, and governance (ESG) performance for sustainable business growth.
- Developed data visualization dashboards and timeline growth forecast in Excel and Tableau, with presentation in PowerPoint to effectively communicate strategy (ESG) implementation impact.

Covid-19 Cases Visualization, R Studio, Tableau (LOD expressions, complex calculations)

- Data cleaning and integration of various datasets to extract and showcase the flow of cases.
- Data tracking and data visualization of cases based on region and the cycle of cases. Data storytelling.
- Economic correlation data analysis and visualization of correlation between markets and flow of cases.

Movie Recommendation Cluster Analysis, R Studio, Tableau

- Conducted cluster analysis on categories and user ratings to develop a recommendation algorithm based on current user choices and peer ratings.
- Examined and itemized movie ratings-based categories to create user clusters.
- Movie categories correlation indexes for generalized recommendation and customer segmentation.