

# Shivani Sharma

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## EDUCATION

### **The University of Texas at Dallas**

*M.S., Management Science (Marketing Analytics)*

**May 2020**

*GPA 3.4*

### **University of London**

*Graduate Diploma in Management*

**August 2017**

*GPA 3.3*

### **Amity University**

*BBA, International Business*

**November 2016**

*GPA 4.0*

## CERTIFICATIONS & SKILLS

- Certifications:** Google Analytics Certified, Google AdWords, HIPAA, Google Tag Manager, Quality Management Systems (BSI)
- Analysis Tools:** Advanced Excel (VBA, Macros), Tableau
- Programming:** SQL, HTML, SAS, R
- Database:** SQL server, MySQL, Oracle, Mongo DB
- Core Skills:** Marketing Data Analysis, Reporting, Requirement Gathering, Visualization, Conversion Rate Optimization
- Marketing Tools:** Google Analytics, Adobe Omniture, Google AdWords, Google Tag Manager, CallRail, MailChimp, Photoshop, Google Search Console, Screaming Frog, Optimizely, Slack, HubSpot, Salesforce CRM, WordPress, MOZ, Hootsuite, WordPress, Kenshoo, Crazy Egg

## BUSINESS EXPERIENCE

### **Cornett, Lexington, Kentucky**

**June 2020 – present**

*Brand Performance Analyst*

- Conducted brand audits to gain performance insights and carried research to monitor daily client activities using tools like Facebook Business Manager, Google Analytics and Excel
- Partnered with the media team to collaborate on media planning, buying and reporting insights for monthly reports and dashboards highlighting media objectives, budget, spend, ad performance etc.
- Coordinated with the Brand Performance Manager to formulate optimization strategies for digital and social media channels which increased visibility for a client by 25%
- Performed quantitative research for clients from different industries and defined the key performance indicators to support future spend and creative investment decision-making
- Developed presentations and reports discussing recommendations and brand plans for the future along with current performance and learnings

### **Advantix Digital, Dallas, Texas**

**Sep 2019 – May 2020**

*Digital Marketing Analytics Intern*

- Analyzed customer site behavior, transactional data using web analytics tools like Google Analytics and Adobe Analytics to identify significant growth opportunities which enhanced the customer experience by 15%
- Extracted user behavior data by querying and joining using SQL to analyze visitor profile and success rate of campaigns
- Developed reports and dashboards for the Analytics Head (using SQL, Excel, Tableau, Data Studio), and presented visualizations which helped in forecasting spend, revenue, and profitability and setting the budget for the next campaign
- Worked with clients in the healthcare, retail, and finance sectors to develop marketing campaigns, conduct website audits and optimize lead-generating forms to improve conversion and overall customer retention by 25%
- Implemented Call Tracking, Form Tracking, and Link click tracking on client's website using Google Tag Manager and Word Press to provide recommendations and increase visibility
- Managed and optimized landing pages, website call-to-action (CTA's) and lead generating forms of 18 online retailers and improved conversion rate and overall customer satisfaction by 24%
- Increased web traffic by over 27% by improving page load speed and incorporating content management strategies
- Conducted A/B testing, multivariate tests and studied user behavior using mouse tracking, funnels, and heat maps for a real estate client which increased conversions on lead generation forms by 21%
- Partnered with the SEO team and Paid Social team to optimize and drive online marketing performance for a consumer finance client

### **Wonderland Vacations Pvt Ltd India**

**Jun 2017 – Jun 2018**

*Digital Marketing Intern*

- Increased click-through rate and conversion rate by 30% through digital promotions and campaigns created with Google AdWords
- Improved organic search results and Pay per click (PPC) rate by identifying profitable keywords through Google Analytics which increased the web traffic by over 26%
- Assisted the analytics manager with SEO initiatives by understanding important KPI's and performance metrics which increased customer satisfaction by 14% (compared to the previous quarter)
- Created and managed social media profiles on Facebook, Instagram, Twitter and YouTube which increased online visibility by 25%
- Developed dashboards in Tableau to present visualizations on visitor behavior and customer segments and communicated those insights to the management to make marketing decisions, thereby expanding the client portfolio by 12%

## ACADEMIC PROJECT

### **Database Foundation - The University of Texas at Dallas**

**Aug 2019 - Dec 2019**

- Performed data preprocessing on a dataset of 10,000+ entries and identified the key entities to develop a data model using SQL
- Formulated advanced queries using SQL and MongoDB to extract the result set according to the business requirements and achieved an 8% quicker query response by applying query optimization techniques like indexing