

RHEA BHARGAVA

(516) 602-8202 • rheabhargava@hotmail.com • linkedin.com/in/rhea-bhargava/ • www.rhdesign.co/

EDUCATION

Drexel University, *Bachelor of Science in Business Administration*
Business Analytics and Marketing Major

March 2024
Cumulative GPA: 3.89

SKILLS

Technical: R Studio, SQL, Google Analytics, Market Research, Salesforce, Excel, Power BI, Tableau, Client Engagement

Languages: English, Hindi, Spanish (Basic)

WORK EXPERIENCE

Rhdesign

Start-up, Founder

Philadelphia, PA
June 2021 – Present

- Established and led a digital marketing startup specializing in high-conversion e-commerce websites. Leveraged Google Ads, SQL, and Power BI to drive significant improvements in client user engagement and sales.
- Conducted comprehensive market research and competitive analysis, using data analytics and Excel to develop unique e-commerce strategies that significantly differentiated clients in the market.
- Spearheaded strategic initiatives and operational enhancements through in-depth data analysis, establishing benchmarks for competitive excellence and innovation in digital marketing solutions.

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Customer Success Manager

Philadelphia, PA
August 2023 – Present

- Led the strategic planning and execution of cross-channel digital marketing campaigns, focusing on maximizing customer engagement. Utilized A/B testing with Google Analytics for data analysis, driving improved marketing outcomes.
- Analyzed customer behavior and market data using Google Analytics, SQL, and Power BI, providing actionable insights that improved online customer journeys and engagement metrics.
- Boosted customer acquisition and retention by crafting compelling brand narratives and optimizing user experience, leveraging data-driven insights to achieve a 12% increase in engagement metrics.

LSI - Light Source International LLP

Digital Marketing Associate

New Delhi, India
Nov 2021- Sep 2022

- Managed and optimized a diverse portfolio of digital advertising campaigns across multiple platforms, enhancing brand visibility. Utilized Google Ads and comprehensive market data analysis to inform and adjust marketing strategies.
- Developed forecasting models using Excel to analyze market trends and partner brand performance, guiding strategic marketing decisions that led to a 23% increase in lead conversion rates.
- Fostered strong collaborations with six international marketing teams, driving a 76% uplift in customer engagement through targeted campaign adjustments based on data-driven insights and customer segmentation analysis.

Origins Nutra

Digital Marketing and Content Manager

New Delhi, India
Feb 2022- Oct 2022

- Directed the development and implementation of data-driven digital marketing strategies, optimizing Google Ads campaigns and online content placements to achieve a significant increase in sales.
- Implemented A/B testing frameworks and analytics-driven optimizations, resulting in an 18% increase in digital footprint and client return on investment (ROI).
- Created compelling visual content and analytical presentations, driving successful e-commerce partnerships and scaling the company's online presence through strategic marketing initiatives.

RELEVANT PROJECTS

Introduction to Data Mining for Business

STAT331

- Conducted comprehensive data analysis to uncover temporal patterns in Spotify music listener preferences, employing methods such as PCA and logistic regression to predict demand cycles for musical attributes.
- Synthesized complex data findings into actionable business insights, facilitating strategic decision-making for music industry stakeholders regarding release timing and marketing initiatives.

HONORS, AWARDS & CERTIFICATIONS

Dean's List Honouree, Drexel University, Fall, Winter, Spring Quarter 2018-2024

Google Analytics, Google

Data Analytics, Google (In progress)

Organisations/clubs

Member, Undergraduate Business Analytics Club (September 2018- March 2024)

Marketing Director, International Students Union, Drexel Chapter (February 2020- July 2021)