

Rhea Bhargava

Founder of a marketing start-up, rhedesign. Experienced in brand-facing strategic marketing and data analytics.

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EDUCATION

- BSBA, Drexel University, Marketing and Business Analytics
- Cumulative GPA: 3.89

EXPERIENCES

SIGNITT

Success Manager | August 2023 – Present

- Led the initiation and management of targeted digital marketing campaigns, enhancing overall online visibility by 68%.
- Utilized brand storytelling to strengthen client connections and digital strategy impact.
- Leveraged data analytics to drive user experience improvements, resulting in a 17% increase in client acquisition.

RHEDESIGN | www.rhedesign.co/

Start-up, Founder | June 2021 – Present

- Established and led a digital marketing firm, specializing in creating high-conversion e-commerce websites.
- Employed a mix of Google Ads and Power BI to drive improvements in user engagement and sales for clients.
- Conducted market research and competitive analysis to develop unique e-commerce strategies that significantly differentiated clients in the market.

LSI - LIGHT SOURCE INTERNATIONAL

Digital Marketing Manager | Nov 2021- Sep 2022

- Managed and optimized a diverse portfolio of social media campaigns across multiple platforms, enhancing brand visibility.
- Developed forecasting models using Excel to analyze market trends and partner brand performance, guiding marketing decisions that led to an increase in lead conversion rates.
- Fostered strong collaborations with international marketing teams, driving a 76% uplift in customer engagement through targeted campaigns.

ORIGINS NUTRA

Digital Marketing (Intern) | Feb 2022- Oct 2022

- Led the strategy and execution of data-driven digital marketing and social media campaigns.
- Conducted competitor analyses to inform strategic enhancements the website resulting in an 18% increase in website performance and customer engagement.

SKILLS

TECHNICAL:

Adobe and Design Softwares:

- Photoshop, Illustrator, InDesign, Canva
- Social Media Marketing and Design
Financial Analysis

Data Driven Marketing:

- Tableau
- SQL
- Power BI
- Google Analytics
- Looker

Project Management

Brand Strategy

Search Engine Optimization (SEO)

Email Marketing: Mailchimp, Flodesk

A/B Testing

Microsoft Office Suite:

- Powerpoint, Word, Outlook, Excel (Professional)
- Customer Relationship Management

LANGUAGES: English, Hindi, Spanish (Basic)

ORGANISATIONS/CLUBS

- **Social Media Coordinator**, Sharing Excess Chapter (February 2023-March 2024)
- **Member**, Undergraduate Business Analytics Club (September 2018- March 2024)
- **Marketing Director**, International Students Union, Drexel Chapter (February - July)

HONORS AND AWARDS

- Dean's List, Drexel University, 2018-2024
- Recipient, A.J Drexel Scholarship, Drexel University, 2018-2024

LICENCES & CERTIFICATIONS

- Google Analytics by Google
- Power BI by Microsoft
- Digital Marketing & E-commerce by Google
- How to create your online presence by Signitt

RELEVANT PROJECTS

Introduction to Data Mining for Business

- Conducted comprehensive data analysis to uncover temporal patterns in Spotify music listener preferences
- Synthesized complex data findings into actionable business insights to determine release timing and marketing initiatives.