

RHEA BHARGAVA

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EDUCATION

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

Philadelphia, PA
Expected Graduation Date: March 2024
Major GPA: 4.00

WORK EXPERIENCE

Signitt

Success Manager Intern

Remote
August 2023 - Present

- Spearheaded the successful creation and launch of 2 new projects, guiding clients in evaluating their online presence, setting goals, and achieving them. This initiative significantly enhanced the company's offerings, marking a substantial milestone.
- Functioned as the company's primary designer, developing websites and brand portfolios for clients. Ensured all visual materials met high-quality standards and contributed to the company's professional image.
- Played a pivotal role in client onboarding by facilitating the creation of proposals that effectively communicated the company's value proposition, which contributed to successful client acquisitions.

Rhdesign

Founder

Remote
June 2021 - Present

- Creating and designing 10+ websites for service and e-commerce businesses including fashion, beauty, skincare, food, healthcare, consulting, and real estate. Exponentially improving clients' brand image, reach and engagement.
- Performing market, product, and brand research to implement a customer friendly website that facilitates a smoother interaction between the client and the end user.
- Optimizing website consumer sales by analysing traffic and creating strategies to grow new and returning visitors, extend sessions, page views, and increase conversion rates.

LSI - Light Source International LLP

Digital Marketing Associate

New Delhi, India
Nov 2021- Sep 2022

- Generated content for social media, compiled and conducted gap analysis for three global lighting partner brands to understand product positioning. Ensured company-wide branding consistency.
- Collaborated and built strong, positive relationships with existing clients and cleared blockers to onboard new clients by closing gaps in the social media content. Secured relationships to turn leads through the marketing funnel.
- Utilized google analytics for the company website to provide insights and improve engagement and retention by 76%.

Origins Nutra

Digital Marketing and Content Manager

New Delhi, India
Feb 2022- Oct 2022

- Used google analytics to advance sales by 53% by implementing trending digital marketing and social media strategies. Collaborated with the internal team weekly and promoted targeted ads to redirect traffic to the website.
- Created visual graphics and assisted in compiling data about the company to present to large retail brands for e-commerce collaborations. Derived strategies to scale the online presence for the company.
- Analysed market behaviour and strategies implemented by competitors to enhance performance of the website by 18%.

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 AND AWARDS

Dean's List Honouree, Drexel University, Fall, Winter, Spring Quarter 2018-2023
Recipient, A.J Drexel Scholarship, Drexel University, 2018-2024

SKILLS

Technical: R Studio, SQL, Google Analytics certified, Google Ads, Microsoft Office, Canva, Adobe, Wix, Shopify

Languages: English, Hindi, Spanish (Basic)

Organisations/clubs

Social Media Coordinator, Sharing Excess Chapter (February 2023-Present)

Member, Undergraduate Business Analytics Club (September 2018- Present)

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

Member, Drexel Consulting Group (January 2023- Present)