

Aakanksha Rashmi Sinha

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An inquisitive strategist who is passionate about marketing, management consulting, and data analytics. 3+ years of experience working in agencies & non-profit setups. Considerable experience in market research, marketing campaign, brand & account strategy

WORK EXPERIENCE

PULSE, enterprise engagement platform built to create sustainable behavioral change in large populations

Seattle, WA
May 22- Feb 23

Account Strategist

- Acted as a strategist, program lead, and analyst for the Meta account
- Managed [Meta Sales Academy](#) in 10 languages across Europe, North America, and APAC
- Increased platform engagement by 20% by implementing 2-3 campaigns per month
- Boosted revenue by \$5k/month by managing translation requests from stakeholders.
 - Responsibilities included creating and managing intake requests, sourcing translators, formatting final deliverables, and tracking expenses
- Led the program with daily standups to coordinate among the content strategy, implementation, software development, and data analysis team
- Assessed account needs to create a product feature launch map that aligned with the client goals
- Quality assured the platform by creating over 20+ bugs in Azure Boards for developers
- Supported the Design team in creating 5-7 interactive courses/month using Canva & Articulate 360

NORTHBOUND, brand strategy consulting

Strategist

Seattle, WA
Oct 20 - March 22

- Collaborated with Microsoft's Cloud Marketing team to provide strategic insights to Product Marketing Managers, and managed close to 15 projects monthly using Azure Boards
- Surveyed 500+ prospective customers to create four customer personas for a new brand segment and developed digital and traditional marketing strategies to tap into the market
- Spearheaded qualitative research such as category and competitor analysis, focus group discussions, and brand messaging and provided actionable insights for GTM strategy
- Brainstormed product names & messaging for clients: Microsoft, Amazon, Ergomotion
- Supported Northbound's internal marketing and business development team through prospective client research, client satisfaction survey analysis, blog writing, and web analytics

SEEFood.MENU, tech start-up for digitizing restaurant menu

Jersey City, NJ
July 20 - Oct 2020

Marketing Strategy Intern

- Devised digital marketing strategy such as customer segmentation that increased customer retention and revenue by ~20%
- Built Google, YouTube, Instagram & E-mail marketing strategy for the summer campaign which increased the sale by

EDUCATION

DUKE UNIVERSITY, The Fuqua School of Business

Durham, NC
May 2020

Master of Management Studies

Double Major: Business Administration; Management Science & Quantitative Methods (STEM)

MUMBAI UNIVERSITY

Mumbai, India
2018

Bachelor in Arts - Mass Media (Concentration in Journalism)

SKILLS AND INTERESTS

Software skills

Survey: Survey Monkey, Qualtrics; **Microsoft Suite:** PowerPoint, Excel, Outlook, Teams; **Data Visualization:** Power BI; **Digital Marketing:** Google Analytics IQ certified; **Design:** Canva, Adobe InDesign, Articulate 360; **Coding:** Python (Beginner), SQL
Technical: Azure Boards

Languages: English, Hindi, German (Level A2)

Interests: Data Analysis, Market Research, Brand Strategy, Social Media Campaign, Program Management, Management Consulting