

KAJAL GAJRIA

MASTER OF SCIENCE IN MARKETING

US CITIZEN

kajalgajria@gmail.com

www.kajalgajria.com

www.linkedin.com/in/kajal-gajria

Holmdel, New Jersey

RELEVANT MARKETING EXPERIENCE

Student Consultant during Masters Program

Cincinnati Scholarship Foundation

- Developed a holistic marketing, branding and communication strategy for the non-profit improving content & engagement for the brand

Procter & Gamble

- Built a consumer insights profile with recommendations for P&G LifeScience Platform Technologies. The profile research was used as a foundation for new initiatives by P&G

Cincinnati Bell

- Analyzed market research data (Qualtrics & Excel statistical tests) and gave recommendations for a potential product

Dapple Baby

- Devised a digital marketing strategy with recommendations based on market insights, retail performance (Amazon, Walmart) and data

Academic Projects

- Created graduate course proposal on relevance and applications of Artificial Intelligence in Marketing through an independent study
- Competed in the Direct Effect Innovation Challenge by USPS and Cincinnati Bell
- Mastered Design Thinking and Systematic Inventive thinking innovation techniques
- Designed global product and 'take-to-market' plan for rural Indian consumers
- Strategized how to introduce an Indian product in the Singaporean market

SKILLS/CERTIFICATIONS

- Qualtrics
- Search Engine Optimization
- Google Analytics
- Canva
- Google Ads
- Hootsuite
- Microsoft Office
- Six Sigma White Belt
- WiX
- Google Drive Suite
- WordPress
- Mintel & SimplyAnalytics

AWARDS & RECOGNITION

- Nominated for 'Best Outgoing Student 2019' award at undergraduate university
- Best delegate at multiple MUN conferences
- State level soccer player
- Gold Medalist (topper) in Economics and Maths

EDUCATION

Master of Science in Marketing
Carl H. Lindner College of Business
University of Cincinnati, Ohio
CGPA - 3.93

May 2020

Bachelor Of Business Administration
Major in Marketing Management
Symbiosis Centre For Management Studies, Pune, India
CGPA - 3.96

April 2019

International Summer Session
Fudan University, Shanghai, China
CGPA - 3.43

Jul-Aug 2018

EXPERIENCE

Graduate Research Assistant
Marketing Department at Lindner College of Business

Jan-May 2020

- Facilitated smooth functioning of 5 classes, assisted with grading and moderating discussions
- Collaborated with the director and faculty on ensuring continued relevance of program courses
- Managed and executed weekly research experiments in a lab setting with average capacity of 400 participants per week

TEDx Coordinator

Jul 2018-May 2019

TEDxSIUVimanNagar

- Contacted (50+) and coached speakers (7) from various fields as the Speaker Curation Coordinator
- Orchestrated the logistics, sponsorship, marketing and overall functioning of the 100 attendee event

Strategic Marketing & Social Media Marketing Intern

Apr-May 2018

Ginni Wadhwa Couture

- Established social media presence and increased brand visibility (Instagram growth by 200%) for one of the top luxury fashion brands in Pune, India
- Drafted a marketing plan, curated a 6 month content calendar, evaluated and advised on marketing strategies

Head of Events & Marketing

Jan-May 2018

The Pulp at Sociowash

- Brainstormed, organized and handled 3 events as leader for the Pune City Chapter
- Planned, finalized and executed monthly marketing campaigns and led a diverse team of 10 university students

Head of Press Department

Jul 2017-Jan 2018

Sympulse '18 at SCMS, Pune

- Managed and ensured smooth functioning of the department pre, during and post-event
- Supervised a team of 20 individuals (writers, editors, photographers and designers)

NGO Volunteer Experience

Jan 2018

Pujya Kasturbha Gandhi English
Medium School (daily)

KCT Vidya Niketan School
(weekly)

Aug 2014- Mar 2016