CONTACT

Email: saumya.tiwari023@gmail.com
Phone: +971554036754
LinkedIn:https://www.linkedin.com/in/
saumyatiwari23/

PROFESSIONAL SKILLS

1. Marketing Analytics - Nanodegree Program from Udacity
2. Data Analytics - Imperial College Business School
3. Data Science: R Basics, Inference Modeling, and Data Visualization - Harvard University
4. SEO, Graphic Design, Marketing Campaigns
5. Proficient in software such as Tableau, Google Analytics, Outlook, RStudio, Data Studio, MSOffice: Excel, PowerPoint

PERSONAL SKILLS

1. Fast learner
2. Negotiation skills
3. Team Player
4. Time Management

PROJECTS UNDERTAKEN

1. Digital Marketing Strategies for Radisson Hotel Group to recover from Covid-19, received accolades from GM of Radisson Red Stuart Birkwood.
2. Market entry strategy for Avinger Healthcare Company in UAE and Saudi Arabia
3. Product development of Bose Sonus-Recommendation related to Product & Service Management for BOSE

EXTRA -CURRICULAR

1. Founder of Enactus (Social Entrepreneurship) BMU for Shilp Naari Project:
2. Shortlisted among top 35% of teams in India in Enactus national competition
3. Raised funds for our annual club budget by 200%.
4. Underprivileged women received 4 times returns on their investment for making handbags from waste banners.

SAUMYA TIWARI

MARKETING PROFESSIONAL

ABOUT

Experienced marketing professional with data- analytics skills seeking a full-time position in the field of Brand Management, Digital Marketing, Media Communications. Passionate about driving campaigns, innovating new products/services by optimizing marketing channels; keeping customers in focus.

WORK EXPERIENCE

FOOD SERVICE MARKETING INTERN

Ornua - The Home of Irish Dairy, Dubai | Mar 2021 - Aug 2021

- Covered 12 market visits in Carrefour, Lulu & Spinneys to analyze pricing & merchandising of dairy products for Kerrygold & Palatina
- Identifying 200+ market opportunities for Palatina in Saudi Arabia and UAE
- Assisting in determining the pricing strategy for Palatina brand using competitive analysis by analyzing 19 competitors in UAE
- Assisting in account opening and handling account queries
- Strategizing target-oriented approach in 4 different market segments
- Developed 3 graphic communication materials for Palatina brand

DATA SCIENTIST INTERN

JCB Design Centre, Pune - India | Mar 2019 - Jun 2019

- Spearheaded the establishment of a new Data Science Department under Digital Platform and Telematics
- Prepared online platform to access real-time data of construction machine performance using data analysis.
- Minimized the report preparation time from 3 days to 2 minutes.

HR ANALYST INTERN

Nuberg Engineering, Noida - India | Jan 2019 - Mar 2019

- Undertaken various surveys to understand employee satisfaction score
- Implemented various strategies to improve employee's engagement and productivity level

EDUCATION

SP JAIN SCHOOL OF GLOBAL MANAGEMENT - SINGAPORE| SYDNEY| DUBAI
Masters of Global Business (Contemporary Marketing)| Sep 2019 - Jan 2021
GIP 1: To identify the factors affecting consumer buying decisions for healthier drinks: A case of Coca Cola in Singapore
- Results showed 54% Brand Preference and 21.3% Lifestyle as the most dominating contributing factors.
- Provided recommendations related to enhancing marketing channels.
GIP 2: Factors influencing customers to buy iPhones in Australia
- Results showed that 29% price and 26% brand image as the most dominating factor.
- Provided recommendations related to technologies that Apple can provide to its users.

BML MUNJAL UNIVERSITY - GURUGRAM, INDIA
Bachelor of Technology in Electronics and Communication | Sep 2015 - Jul 2019
- Scholarship Awardee