Siddhi Sakariya

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Education

Rutgers University – New Brunswick **New Brunswick, USA**

B.S. Marketing and Business Analytics & Information Technology , ***GPA:3.8*** *Aug 2023 - May 2027*

Relevant coursework: Marketing Strategy, Consumer Behavior, Statistics, Digital Marketing, Business Analytics.

Experience

Synos Life | *Marketing Extern* **Sep 2026 – Present**

- Conduct weekly **market and competitive research** across competitor strategy, pricing dynamics, customer spending behavior, and industry opportunities to support positioning and growth decisions.
- Synthesize evolving market questions using **Excel and Google Sheets** into actionable insights and weekly recommendations presented to company leadership.

One Stop Student Services | *Student Information Agent* **Aug 2025 – Present**

- Trained **7 new student employees** on Salesforce workflows, inquiry categorization, and escalation procedures, improving case accuracy by **10%** and strengthening consistency across daily operations.
- Manage and document **600+ Salesforce cases monthly**, coordinating with **10+ university departments** to resolve complex inquiries across financial aid, admissions, registration, and student accounts.
- Streamlined recurring inquiry workflows, identifying process improvements that reduced case-processing delays by **20%**, improving efficiency across high-volume student service operations.

Rutgers Origins Club | *Social Media Head → President* **Sep 2024 – Aug 2026**

- Led weekly Instagram campaigns across Reels, Stories, and feed posts, producing **15+** promotional assets and supporting **30+** student events on a consistent content calendar.
- Evaluated content performance, audience behavior, and platform trends to optimize weekly campaigns, growing engagement **10%** and reach **5%** while adding **200+** followers.

Rutgers Global | *RU-FYT Peer Instructor* **Sep 2025 – Dec 2025**

- Delivered weekly presentations and facilitated discussions for **25 first-year international students**, translating complex academic and campus information into clear, engaging lessons.
- Collaborated with **12+ peer instructors and professional advisors** to incorporate student feedback and refine course delivery supporting **700+ students** across all sections.

Selected Marketing Projects

GA4 E-commerce Growth Audit | *Digital Marketing Analytics* **2026**

- Analyzed **GA4 e-commerce performance** across acquisition channels, devices, landing behavior, and **conversion funnels**, identifying friction points and underperforming customer segments driving drop-off.
- Translated behavioral and conversion data into **3 prioritized growth experiments**, each tied to a defined hypothesis, target metric, and expected customer behavior to guide optimization decisions.

The Repeat Purchase Engine | *CRM & Lifecycle Marketing* **2026**

- Mapped the Bones Coffee customer journey from acquisition through repeat purchase and subscription, analyzing lifecycle stages to surface opportunities across **acquisition, onboarding, replenishment, and retention**.
- Designed **3 behavior-based email flows** (welcome, flavor discovery, replenishment) applying **audience segmentation**, trigger logic, and personalized messaging mapped to conversion objectives at each stage.

The Afterglow Club | *Brand & Integrated Marketing Strategy* **2026**

- Developed a **measurement framework** linking campaign objectives to awareness, engagement, and conversion KPIs across social, creator, digital, and pop-up channels, with distinct success metrics per channel.
- Built a consumer-led integrated campaign strategy for a speculative **lululemon x rhode** collaboration, translating audience insight into positioning, channel roles, and content.

Skills & Certifications

- **Marketing:** Marketing Analytics, Campaign Performance Analysis, Experimentation & Growth Testing, Funnel & Conversion Analysis, CRM & Lifecycle Marketing, Audience Segmentation, Market Research, Competitive Analysis, SEO, Social Media & Content Strategy
- **Analytics & Tools:** SQL, Tableau, GA4 (Google Analytics 4), Microsoft Excel, Google Sheets, Salesforce, Canva, Figma, Adobe Express, Microsoft PowerPoint
- **Certifications:** Google Ads 2026, Google Analytics, HubSpot Email Marketing, HubSpot Digital Advertising