

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.
- Analyze evolving market questions using **Excel and Google Sheets**, synthesizing findings 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.
- Analyze recurring inquiry workflows and identify 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 **Instagram content strategy and execution for weekly student events**, managing content calendars and producing promotional assets across **3 core formats: Reels, Stories, and feed posts**.
- Researched platform trends, audience behavior, and UGC opportunities to develop **weekly social campaign concepts**, to inform weekly social campaign concepts and strengthen promotion for student events.

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

The Afterglow Club | *Brand & Integrated Marketing Strategy*

2026

- Built a consumer-led integrated campaign strategy for a speculative **lululemon x rhode** collaboration, translating audience insight into positioning, creator strategy, social content, and experiential activation.
- Defined distinct roles for **social, creator, digital, and pop-up channels** and developed a measurement framework linking campaign objectives to awareness, engagement, and conversion KPIs.

The Repeat Purchase Engine | *CRM & Lifecycle Marketing*

2026

- Mapped the customer journey for Bones Coffee from first visit through repeat purchase and subscription, identifying lifecycle opportunities across **acquisition, onboarding, replenishment, and retention**.
- Designed **3 behavior-based email flows** for welcome, flavor discovery, and replenishment, applying segmentation, trigger logic, personalized messaging, and clear conversion objectives.

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

2026

- Audited **GA4 e-commerce performance** data across acquisition channels, devices, landing behavior, and conversion funnels to identify friction points and underperforming customer segments.
- Translated behavioral and conversion data into **3 prioritized growth experiments**, connecting each recommendation to a defined hypothesis, target metric, and expected customer behavior.

Skills & Certifications

- Marketing:** Campaign Strategy, CRM & Lifecycle Marketing, Market Research, Competitive Analysis, Consumer Research, Audience Segmentation, Social Media Marketing, Content Strategy, SEO
- Analytics & Tools:** GA4, Microsoft Excel, Tableau, Salesforce, SQL, Google Sheets, Canva, Figma, Adobe Express, Microsoft PowerPoint
- Certifications:** Google Analytics, HubSpot Email Marketing, HubSpot Digital Advertising