

GEET SEHGAL

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EXECUTIVE SUMMARY

Highly analytical and results-driven professional with 2+ years of experience at Amazon, specializing in optimizing operational workflows and enhancing customer experience through data-driven insights. Passionate about leveraging quantitative analysis and deep customer understanding to drive impactful marketing strategies. Eager to transition into a **Marketing Analyst** & related role, applying proven problem-solving, data interpretation, and communication skills to optimize campaigns, identify market trends, and contribute to measurable business growth.

PROFESSIONAL EXPERIENCE

Amazon Development Center, Noida Branch

Delhi, IN | **06/2023 – Present**

Role – Customer Service Associate, United States & United Kingdom

- Optimized operational workflows and enhanced customer experience through data-driven initiatives.
- Spearheaded process improvements, achieving a **20% reduction in response times** and boosting customer satisfaction.
- Selected as an Ad-hoc Subject Matter Expert, contributing to developing best practices based on performance analysis and customer interaction patterns.
- Distilled complex operational insights into actionable knowledge, ensuring alignment with company standards and improved service delivery.

IGT Solutions, Gurgaon Branch

Delhi, IN | **03/2022 – 12/2022**

Role – Process Associate, United States & EMEA

- Cultivated deep customer insights by analyzing individual travel needs and resolving complex itinerary and flight booking challenges.
- Managed diverse customer concerns, identifying recurring patterns in feedback that provided valuable data on user preferences and pain points.
- Applied problem-solving skills to navigate complex travel scenarios, contributing to a **10% increase in CSAT** through empathetic and effective solutions.
- Directly engaged with customers, gathering qualitative data crucial for understanding the travel customer journey and informing product/marketing enhancements.

PRIOR EXPERIENCE (Before 2022)

- **UpGrad (Admission Counsellor)**: Applied data-driven insights to optimize customer acquisition strategies and improve sales conversion.
- **Maxposure Media Group (Assistant Manager, Business Development)**: Conducted market analysis to identify new business opportunities and inform strategic client development.
- **Aptara Corp (Project Manager)**: Managed projects with a focus on data-informed planning and analysis of project outcomes for continuous improvement.
- **Godrej Group (Sales Trainee)**: Gained foundational understanding of customer needs and market segments, contributing to sales strategy development.

References available upon request

CERTIFICATIONS

- Certified as **Digital Marketing Master** from Digital Vidya
- Certified as **Green Belt Six Sigma** (Accredited)
- **AI Awareness** Certified by Intel & GOI

LIVE/ACADEMIC PROJECTS, TRAINING

Shiksha.com, InfoEdge India Ltd.

Review Marketing Intern

- **Awarded 'Star Performer'** for excelling in a project focused on **targeted data collection** of college reviews.
- Generated **actionable insights** from collected reviews, directly informing **potential brand positioning** and marketing **strategies**.

Oravel Stays Pvt. Ltd., RTLGo.com

Social Media Intern

- Optimized social signals for online travel products, focusing on **engagement metrics**.
- Analyzed consumer website flow **using Google Analytics** to identify optimization opportunities.
- Integrated third-party social data to inform **cross-platform marketing strategies**

Jabongworld.com (Now Myntra)

Full - Time Marketing Intern

- Conducted in-depth **market research and competitive analysis** to identify industry trends and inform strategic sales development.
- Provided **data-driven support** to the marketing team, assisting in content development for advertising campaigns and contributing to **performance analysis** to optimize outreach.

TECHNICAL SKILLS

- **Data & Analytics:** Data Analysis, Qualitative & Quantitative Analysis, Problem Solving, Customer Data Analysis, Market Perception Analysis.
- **Tools:** Excel, SQL, PowerPoint, CRM, Google Analytics, Google Ads, Hubspot, Mailchimp
- **Communication & Operations:** Data Presentation, Process Optimization, Project Coordination, Customer Empathy & Understanding, Customer Journey Analysis

EDUCATIONAL CREDENTIALS

- MBA (Marketing & IT Management) from Delhi School of Management, Delhi Technological University, New Delhi in 2016
- B.Tech (EEE) from Bhagwan Parshuram Institute of Technology, Guru Gobind Singh Inderprastha University in 2012
- 12th from Goodley Public School in 2008 & 10th from Goodley Public School in 2006

EXTRACURRICULAR ACTIVITIES

- MBA Placement Coordinator, DTU: Managed corporate relations and facilitated campus placements.
- Data Analytics Competitions: Actively participated in the Data Premier League (Latent View) and Stock Mind (ICICI Centre of Financial Learning), demonstrating analytical aptitude.
- Event & Team Leadership: Organized the first annual cultural fest at BPIT, laying foundational benchmarks; secured second prize as a middle blocker in college volleyball.
- College Band Drummer: Secured second prize in Anugoonj '10, '11, '12, showcasing discipline and teamwork.

HOBBIES & INTERESTS

Surfing the internet for latest trends, learning about technology, listening to good music