

GEET SEHGAL

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EXECUTIVE SUMMARY

Data-driven professional with a proven track record of using analytics to solve complex problems and improve business performance. Eager to apply skills in data interpretation, process optimization, and digital tools to contribute to effective online marketing strategies and campaign success.

TECHNICAL SKILLS

- **Analytics & Tools:** Google Analytics, Google Ads, Hubspot, Mailchimp, Excel, SQL, Tableau, CRM.
- **Core Competencies:** Digital Marketing Analytics, Qualitative & Quantitative Analysis, **A/B Testing**, Problem Solving, **Conversion Rate Optimization**, Data Presentation, Customer Journey Mapping, **Market Research**.
- **Marketing Operations:** Process Optimization, Project Coordination, and Marketing Automation.

PROFESSIONAL EXPERIENCE

Amazon Development Center, Noida Branch

Delhi, IN | **06/2023 – Present**

Role – Customer Service Associate, United States & United Kingdom

- Analyzed large datasets of customer feedback and operational metrics to identify and implement workflow improvements, directly enhancing the **customer experience**.
- Led an initiative to improve response times by 20%, leveraging **data analysis** to pinpoint process inefficiencies and directly boost customer satisfaction.
- Provided **data-driven insights** from customer interactions to inform best practices, acting as a Subject Matter Expert for the product and engineering teams.
- Distilled complex operational insights into actionable knowledge, which improved service delivery and ensured alignment with company standards.

IGT Solutions, Gurgaon Branch

Delhi, IN | **03/2022 – 12/2022**

Role – Process Associate, United States & EMEA

- Analyzed complex customer support cases to identify recurring pain points, providing **qualitative data** to inform potential product enhancements and improving the user journey, which directly informed the product roadmap.
- Gathered and documented **qualitative customer data** to provide insights for digital marketing and product teams.
- 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.

Early Career: Foundational Roles in Business & Operations

Early career roles in sales and business development where I leveraged market analysis and data-informed planning to identify new business opportunities, optimize customer acquisition strategies, and contribute to measurable sales growth.

References available upon request

LIVE/ACADEMIC PROJECTS, TRAINING

Chame Studio Pvt. Ltd., Iconscout.com

September – October 2020

Content Development Intern

- Managed and tracked blog post performance, **using analytics to identify top-performing content** and opportunities for content optimization.
- Coordinated with the marketing team to **integrate content efforts** with other digital channels and **improve overall campaign effectiveness**.

Shiksha.com, InfoEdge India Ltd.

August – September 2020

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.

Jabongworld.com (Now Myntra)

July – August 2015

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.

Oravel Stays Pvt. Ltd., RTLGo.com

March 2015

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**

Oompfh Info Solutions, oompfh.com

December 2014 – January 2015

Marketing Intern

- Created website content and articles with a focus on key business objectives, such as lead generation and **conversion rate optimization**.
- Managed the blog from a strategic perspective, regularly **analyzing engagement metrics** to refine content topics and formats.

EDUCATION & CERTIFICATIONS

- **B.Tech (EEE)** from Bhagwan Parshuram Institute of Technology, Guru Gobind Singh Inderprastha University in 2012
- **MBA (Marketing & IT Management)** from Delhi School of Management, Delhi Technological University, New Delhi in 2016
- Certified as **Digital Marketing Master** from Digital Vidya & Certified as Green Belt **Six Sigma** (Accredited)
- **AI Awareness** Certified by Intel & GOI

EXTRACURRICULAR ACTIVITIES & INTERESTS

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

References available upon request