

DEVANSHI PAREKH

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PROFILE

A driven and inquisitive marketing candidate with expertise in digital marketing, product marketing and analytics. Seeking 2024 summer internship opportunities to leverage strong research, strategic thinking, and data analysis skills to contribute to business growth.

SKILLS

Digital Marketing & Social Media Marketing (Salesforce Marketing Cloud, MailChimp, SEO, Facebook Ads, Instagram, Pinterest, Facebook), BI Tools (Tableau, Looker Studio), Statistical Analysis (R Studio), Web Scraping (Python), Project Management (Trello, Asana), Fixed Chatbot (ChatFuel), Market Research (Qualtrics), Google Suite (Google Ads, Google Analytics), Website Builder (Wix), Graphic Designing (Adobe Lightroom, Adobe Photoshop, Canva), Microsoft Office (Excel, PowerPoint), Brand Management, Content Creation (Inshot, Wondershare, VN). **In Progress:** Certification in Google Ads, Excel.

EDUCATION

Purdue University, Daniels School of Business

West Lafayette, IN

Master of Science in Marketing Analytics (STEM)

December 2024

Coursework: Marketing Research, Analytics for Social Media Marketing, New Product Development, Customer Analytics.

Symbiosis Centre for Distance Learning

Mumbai, India

Post Graduate Certificate in Management (Digital Marketing)

June 2023

Accomplished the program with distinction and delved into a comprehensive understanding of digital marketing.

Mumbai University, Mithibai College

Mumbai, India

Bachelor of Management Studies (Marketing)

June 2021

Acquired deeper understanding of various marketing aspects aiding the success of Pastel Therapy LLP.

PROFESSIONAL EXPERIENCE

Megaputer Intelligence Inc.

West Lafayette, IN

Student Consultant

January 2024 - Present

- Developed Python scripts for extracting keywords from 500+ blogs, analyzing keyword relevance and implementing topic modeling and executed ETL processes to transform extracted data into a structured format, for 5 key competitors, resulting in valuable insights for optimized content for Megaputer's blog.
- Utilized open-source tools to benchmark the company's software, PolyAnalyst, against both direct and indirect competitors, assessing its performance.
- Formulated recommendations and presented the data via a Tableau dashboard, enhancing visual analysis for better-informed decision-making.

Pastel Therapy LLP

Mumbai, India

CEO & Co-founder

May 2021 – May 2023

- Pioneered the introduction of the first-ever personal care subscription box for all genders in India, leading end-to-end product strategy and operations by leveraging unit economics to achieve profitability within a single year with a secured ~20% contribution margin.
- Conducted a primary market exploration employing surveys, hypothesis testing, and STP analysis, facilitating an agile response to market trends while successfully pivoting the business focus to candles, aligning with evolving market needs.
- Analyzed customer purchasing funnel touchpoints, prioritizing customer-centricity and customer satisfaction throughout the entire customer journey and garnering over 180 positive reviews.
- Devised and executed digital campaigns, ensuring consistent messaging across channels, and tracking relevant metrics. Resulted in significant growth: 980k Instagram users, 130k website visitors, and 50 new email subscribers.

6Degree

Mumbai, India

Digital Marketing Executive

November 2022 – April 2023

- Created and enhanced omnichannel content and campaigns for over 12 Fashion and Lifestyle brands by thoroughly researching each brand's personality, past performance analysis, benchmarking competitors, mapping customer journeys, and optimizing KPIs.
- Leveraged insights from past email campaigns and website analytics to strategically showcase best-selling clothing items, leading to a 12% boost in sales conversions across email campaigns for 7+ brands.
- Led a cross functional team to design and curate ~1000 stories, posts, campaigns for 12+ Client Brands.

Shefi Diamonds Inc

Mumbai, India

Market Research & Social Media Marketing Internship

August 2019 – October 2019

- Conducted in-depth marketing research and analysis to develop branding strategy, taglines, targeted omnichannel promotions, digital campaigns, and budgets plan to increase brand visibility among diamond retailers, partnerships, and tradeshows.
- Researched diamond industry and marketing best practices for a US based B2B company to craft optimized Instagram and Facebook content strategy and guide SEO keyword targeting resulting in increased social media presence by 10% within 2 months.
- Provided data-driven recommendations and designed visual content in collaboration with graphic designers to enable data-backed decisions.

LEADERSHIP ACTIVITIES, AFFILIATIONS, HONORS

- Led youth wing operations as President at InnerWheel Club (NGO), directing planning and execution of various societal upliftment projects and led a team to deliver initiatives assisting underprivileged people (2022-2023).
- Created engaging content on Instagram and YouTube (2018-2021) and garnered viral success with 10M views on Facebook. Possesses 11 years of training in Hindustani classical music up to the 4th level.