GISHA KHARE

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EDUCATION

University of Maryland, Robert H. Smith School of Business   **College Park, MD, USA**
MS in Marketing Analytics   December 2024
Coursework: Marketing Strategy, Marketing Research, Marketing Analytics for Consulting, Data Science for Customer Analytics, CRM Analytics, Digital Analytics, Customer Analysis
Awarded Terrapin Scholarship 2023

Birla Institute of Management Technology   **Delhi, India**
Master of Business Administration, International Business & Marketing   March 2020
Summer Intern (Sales & Marketing) at Bajaj Finance Ltd.
Executive Member of Conduit of International Affairs

WORK EXPERIENCE

AdSkate   **Pittsburgh, PA, USA**
Marketing Analyst Intern   May 2024 – June 2024
Project: Automated Campaign Data Analysis and Competitor Analysis
- Automated campaign data analysis (CTR data across attributes from AdSkate) using LLM (GPT-4o) prompt chaining to identify customer segments, create customer personas and recommend targeted ad attributes, resulting in improved campaign targeting.
- Generated formatted summary reports based on this data analysis, enhancing the clarity of marketing insights for clients.
- Automated the analysis of competitor's creatives (from Semrush's AdClarity) using LLM (GPT-4o) prompt chaining, comparing creative attributes across brands to highlight key similarities and differences, leading to refined competitive strategies.

Alpha Recon   **College Park, MD, USA**
Marketing Specialist Intern   June 2024 – Aug 2024
Project: Email Marketing and Content Generation
- Created video content and infographics, collaborating closely with intelligence teams, contributing to a cohesive visual communication strategy and developed compelling storytelling techniques to enhance product effectiveness and drive engagement.
- Conducted A/B testing of email campaigns via Mailchimp and analyzed results to optimize email content.

Bajaj Finance Limited   **Pune, India**
Unit Manager   October 2020 – May 2023
Established a High-Impact Independent Collections Agency
- Built and led a team of 7 team leaders and 250 customer support staff, generating INR 1 million in monthly revenue and exceeding annual debt collection targets by 6%.
- Developed online training modules using Vyond and implemented streamlined processes for recruitment, training, and technical support, boosting team performance and operational efficiency.
- Conducted in-depth Voice Bot campaign data analysis, optimizing campaigns for efficiency gains.

ACADEMIC PROJECTS

Pharmaceutical Brand Performance: Paid Search Insights (Epsilon, NY)
- Evaluated Google Analytics data of website visits, pageviews, conversions, and ad spend for 3 brands to assess paid search effectiveness and optimize digital marketing campaigns.
- Identified funnel progression issues for one brand, recommending landing page alignment with user interests, and found Stage 2 (contact info submission) critical for another brand, advising a focus on Google paid search.

International Market Strategy for Whole Foods' Europe Expansion
- Analyzed segment characteristics and preferences to recommend targeted regions, and phased market entry strategy aligned with Whole Foods' positioning.
- Used mixture regression modeling on survey data from 1,669 respondents across 7 countries.
- Identified and profiled two distinct consumer segments based on drivers of store image using GLIMMIX software.

TECHNICAL SKILLS

SAS, R, Microsoft Suite (Excel, Word, PowerPoint), SQL, Tableau, Python, Vyond, Canva, Asana