

# SIDDHI SHAH

siddhishah625@gmail.com | +1 (585) 410-8432 | [www.linkedin.com/in/siddhishah1306](http://www.linkedin.com/in/siddhishah1306) | [siddhi-shah-marketing-portfolio](http://siddhi-shah-marketing-portfolio)

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## EDUCATION

**Simon Business School, University of Rochester**

**Rochester, NY**

**Master of Science in Marketing Analytics (STEM-Certified Program)**

**December 2026**

- Merit Scholarship Recipient | Available to work full-time from May 2026
- **VP of Relations & Outreach for Simon Marketing Association**
  - Identified a gap in student outreach with no existing Instagram presence; built SMA's account from scratch and executed targeted demand generation campaigns, growing reach and engagement by 30% and increasing event attendance by 20%.
  - Drove brand awareness through Instagram Reels, Posts, and Stories with a content strategy built on A/B testing of caption styles, posting times, and creative assets using Google Sheets accumulating 10,000+ views, reaching 2,231 accounts with 59% organic reach, and growing engagement by 30%.

**Narsee Monjee Institute of Management Studies**

**Bangalore, India**

**Bachelor of Science in Economics**

**July 2022**

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## PROFESSIONAL EXPERIENCE

**Puja Stationery**

**Varanasi, India**

**Marketing & Business Analytics Manager**

**October 2023 - July 2025**

- Conducted market research and demand analysis across a portfolio of 15,000+ SKUs using SQL to identify high-growth product categories and inform go-to-market strategies, reducing inventory loss by 20% and improving overall portfolio ROI.
- Recognized lack of operational clarity across a 14-member team; streamlined workflows and led cross-functional initiatives across product positioning, in-store brand promotion, and voice-of-customer programs, increasing foot traffic by 20% and team productivity by 15%.
- Identified manual bottlenecks in weekly sales reporting requiring 4+ hours of effort; leveraged AI tools (ChatGPT, Claude AI) to automate data summarization and build reusable Google Sheets templates, reducing reporting time by 60% and improving SLA adherence across the team.

**Tresvista**

**Mumbai, India**

**Analyst**

**June 2022 - September 2023**

- Analyzed 5 years of performance data across 2,500+ new hires using SQL and Tableau dashboards; identified training gaps impacting client project quality, redesigned modules around real client needs, reducing error rates by 15%, improving 90-day retention by 10%, and increasing training effectiveness by 25%.
  - Automated 70+ performance report cards via Python, cutting manual work by 75% and redirecting 30% of team capacity toward employee engagement and training optimization, improving satisfaction scores by 15%.
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## EXPERIENTIAL LEARNING

**Simon Vision Consulting**

**Rochester, NY**

**Consultant**

**August 2025 - December 2025**

- Led pro-bono engagement for an allergen-free food startup; conducted voice-of-customer interviews, competitive analysis, and market research that reframed the client's strategy, pivoting from a B2C cloud kitchen model to a B2B go-to-market approach.
- Designed a data-driven go-to-market strategy with defined value propositions, priority segments, and outreach sequencing, directly enabling the client to secure meetings with 2 university dining programs in the Buffalo-Rochester region as early institutional adopters.

**Digital Growth Strategy for Rocky's Roadhouse**

**January 2026 - March 2026**

- Developed a comprehensive digital growth strategy for a regional restaurant brand across mobile web optimization, loyalty programs, a 4-pillar SEO/SSO/AEO framework, and DTC ordering, receiving faculty recognition for strategic depth and analytical rigor.
  - Evaluated owned-channel vs. third-party delivery economics, revealing 20-30% margin erosion per order on marketplace platforms; designed a DTC-first digital commerce strategy with KPIs including conversion rate, repeat order rate, AOV, and loyalty engagement to maximize margin retention and customer lifetime value.
  - Identified gap in customer retention with no structured email marketing program in place; proposed and mapped an email marketing workflow using CRM best practices and Google Drive for creative asset management, developing a 3-touch drip sequence and process documentation to support SLA-driven campaign execution.
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## ADDITIONAL INFORMATION

- **Software:** Proficient in Python, Tableau, R, SQL, Power BI, Claude AI, ChatGPT, Gemini, Microsoft Office Suite, Google Sheets, Google Slides, and Google Drive.
- **Certifications:** Google Analytics 4; ANA MarTech Foundations; Marketing Analytics Foundation; Advanced Excel; Business Intelligence & Competitive Analysis; and Data Analytics.
- **Core Competencies:** Product Marketing, Digital Marketing, Social Media Strategy, Community Management, UGC (User-Generated Content), Content Creation (Reels & Shorts), Social Search Optimization (SSO), Answer Engine Optimization (AEO), Demand Generation, Voice of Customer, Market Research, Go-to-Market Strategy, Brand Promotion, Campaign Planning, SEO & SEM, Customer Segmentation, Data Visualization, ROI Optimization.