SPARSH SINGHAL
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Nashville, TN (Open to Relocation)

EDUCATION

VANDERBILT UNIVERSITY — **Nashville, TN**
OWEN GRADUATE SCHOOL OF MANAGEMENT
Master of Marketing, May 2026 (STEM), CGPA: 3.94/4.0

- Awarded Owen Honors (Top 20% of class); Beta Gamma Sigma International Business Honor Society Inductee.
- Winner, "Red Bull Basement" Pitch Competition – Ranked #1 among 50+ Vanderbilt students for presenting the winning startup idea.
- inner, "Marketing Madness" Case Competition – Group ranked #1 among 30+ MBA/Master of Marketing students for developing the winning integrated marketing strategy for Bravazzi.
- Winner, Brand Champions 2026 – Recognized as the top branding team among 80+ Vanderbilt Master of Marketing students for developing the winning rebranding strategy for an assigned brand.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY — **New Delhi, India**
VIVEKANANDA SCHOOL OF PROFESSIONAL STUDIES
Bachelor of Business Administration, June 2025, CGPA: 9.42/10.0
Major: Management, Minor: Marketing

- Valedictorian, Rank 1 in Batch of 150 students
- CUET: Scored in the 99.9th percentile (Rank 1,991 among 1,000,000+ candidates), qualifying for admission to India's top universities.

PROFESSIONAL EXPERIENCE

April 2026 — **MARKETING INTERN** — **Nashville, TN**
Avinia LLC

- Worked directly with the founder to improve website structure, navigation, and user experience, helping increase website traffic by 50%.
- Conducted market, competitor, pricing, product, and product alternative research for a health supplement product, delivering actionable recommendations on customer preferences, competitive positioning, and growth opportunities.

2025 - 2026 — **MARKETING ANALYTICS INTERN** — **Nashville, TN**
Vanderbilt University School of Engineering

- Analyzed campaign, audience engagement, and conversion data to identify user behavior patterns and marketing attribution insights, refining targeting and content strategy to scale lead generation from 5 to 141 prospective students.
- Designed and launched a dedicated landing page for Vanderbilt's new MS in ECE (Microelectronics) program, attracting 90+ monthly visitors and contributing to increased lead generation.

2024 - 2025 — **E-COMMERCE & BUSINESS DEVELOPMENT INTERN** — **New Delhi, India**
Kriti Global Products Private Limited

- Analyzed Amazon Ads campaign performance and optimized keywords, pricing, and targeting strategies, improving ROAS from 0.5 to 3 while increasing product visibility and marketplace performance.
- Built Amazon Brand Stores for PRIMROSE and RIMROCK, enhancing brand visibility and customer navigation, resulting in an additional ₹10,000 in monthly revenue.
- Optimized product content, keyword strategy, and customer-facing copy, improving discoverability and tripling daily sales from 1 to 3 units.
- Coordinated with a web creator to conceptualize, design, and launch two websites (www.primrosebags.com and www.myethos.in), enhancing user experience and reinforcing brand identity.

July - Aug 2024 — **ACCOUNTING INTERN** — **New Delhi, India**
Kriti Global Products Private Limited

- Coordinated with suppliers and buyers to collect invoices and accurately process 20+ financial transactions daily using Tally ERP software.
- Optimized financial transaction processing for cash, bank, sales, and purchases using Tally ERP software to expedite month-end closing procedures.
- Executed taxation tasks related to GST and TDS to ensure regulatory compliance.

PROJECT

GRADUATE RESEARCH CONSULTANT — **Nashville, TN**
Vanderbilt University Owen Graduate School of Management

- Led a 4-person consulting team to design a Qualtrics survey, clean and analyze behavioral data from 81 respondents using SPSS, and synthesize findings into actionable business recommendations for strategic decision-making.
- The project was recognized as one of the top consulting projects across Vanderbilt's 80+ student Master of Marketing cohort.

ADDITIONAL

- **Certifications:** Google Analytics 4, Digital Marketing (HubSpot), AI Business Tools (Havish M. Consulting), B2B Marketing (IIT), Integrated Marketing Communication (IIT), Digital Marketing (Simternship)
- **Skills:**
  Research & Analysis: Market Research, Consumer Insights, Survey Research, Customer Segmentation, Audience Analysis, Campaign Performance Analysis, Competitor Analysis, Pricing Analysis, User Behavior Analysis
  Business Metrics: KPI Tracking, Conversion Analysis, Funnel Analysis, Marketing Attribution, A/B Testing, CRO (Conversion Rate Optimization)
  Data & Analytics Tools: SQL, Tableau, SPSS, R, Python, Excel, Google Analytics 4, Power BI, Qualtrics, HTML
  Digital Marketing & Platforms: Google Ads, Meta Ads, Amazon Ads, SEO, GEO (Generative Engine Optimization), Canva, Wordpress, Wix, Adobe Illustrator, Adobe Premiere Pro, PowerPoint, Word, Trello
- **Languages:** Hindi, English