

SPARSH SINGHAL

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Nashville, TN (Open to Relocation)

EDUCATION

Vanderbilt University, Owen Graduate School of Management

Nashville, TN

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.
- Winner, "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, Vivekananda School of Professional Studies

New Delhi, India

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

Marketing Intern, Avinia LLC

Nashville, TN

Apr – May 2026

- Partnered directly with the founder as a key stakeholder to optimize website structure, navigation, and user experience on WordPress, increasing website traffic by 50%.
- Conducted market, competitor, pricing, and product research using Gemini Deep Research and Google Scholar, delivering actionable, insight-driven recommendations to leadership on customer preferences, competitive positioning, and growth opportunities.

Marketing Analytics Intern, Vanderbilt University School of Engineering

Nashville, TN

Nov 2025 – Apr 2026

- Evaluated campaign, audience engagement, and conversion data to uncover behavior patterns and marketing attribution insights, translating findings into strategic recommendations that scaled 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.

E-Commerce & Business Development Intern, Kriti Global Products Private Limited

New Delhi, India

Dec 2024 – Feb 2025

- Analyzed retail marketplace performance data across Amazon Ads campaigns 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.

Accounting Intern, Kriti Global Products Private Limited

New Delhi, India

July - Aug 2024

- Collaborated with suppliers and buyers to collect invoices and accurately process 20+ financial transactions daily using Tally ERP software.
- Streamlined 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, Vanderbilt University Owen Graduate School of Management

Nashville, TN

- Led a 4-person consulting team through a consultative, client-style engagement: designed a Qualtrics survey, cleaned and analyzed behavioral data from 81 respondents using SPSS, and synthesized findings into actionable, insight-driven recommendations for strategic decision-making.
- Presented final recommendations to a real decision-maker; 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