Esha Verma

Lawrenceville, NJ, 08648 | (609)-325-8369 | esha1998verma@gmail.com | <u>LinkedIn</u> | <u>Portfolio</u>

PROFESSIONAL SUMMARY

Creative professional with expertise in digital marketing, media production, and visual design, skilled in using Power BI, Figma, and Adobe Creative Suite to deliver impactful campaigns.

WORK EXPERIENCE

Accenture   **Florham Park, NJ / New York, NY**
Technology Architecture Delivery Analyst   *Jan 2022 - Jun 2024*

- *Key Roles*: Project Manager at a Global Telecommunications & Media Corporation, Business Analyst at a Global Insurance Firm, and Data Analyst at a Global Flavors & Fragrances Company.
- Orchestrated project management, designing 50+ multimedia presentations and digital assets using PowerPoint, Figma, and Adobe Creative Suite for global media campaigns, contributing to client acquisition and revenue growth.
- Streamlined workflows and led creative project management by implementing design thinking and solutions like interactive media and personalized visuals, driving audience engagement and enhancing client satisfaction.
- Coordinated efforts across cross-functional teams of 10+ members, streamlining operations with Confluence, Jira, and Power BI to support the timely delivery of 20+ digital projects and enhance productivity.

New York Life Insurance Company   **New York, NY**
Marketing Strategy Intern   *Jun 2018 - Aug 2020*

- Performed 50+ market research analyses, uncovering customer insights and competitor positioning to inform strategic marketing plans, resulting in more targeted campaigns that reached 100,000+ customers.
- Designed and executed 350+ integrated marketing campaigns and created 400+ promotional materials, driving a 15% increase in customer acquisition while optimizing campaign performance across digital and traditional channels.
- Partnered on marketing projects with cross-functional teams to develop tailored strategies, ensure alignment with brand guidelines, and optimize resource allocation using HubSpot and Trello for effective campaign execution.

SKILLS & INTERESTS

Technical: Digital Marketing (Google Analytics, SEO/SEM), Data Analytics (Power BI, Tableau, Excel), Data Visualization, Project Management (Confluence, Jira, Smartsheet, Scrum), UX/UI Design.

Creative Expertise: Graphic Design, Digital Media Production (Premiere Pro, After Effects), Content/Media Strategy.

Personal Interests: Film & Television, Fashion & Design, Event Planning, Arts, Environment, Traveling, Volunteering.

LEADERSHIP EXPERIENCE

Asian Pacific American ERG, Accenture   **New York, NY**
Founder, Events Lead and Graphic Designer   *Feb 2023 - Jun 2024*

- Launched the South Asian community chapter and developed targeted engagement strategies for biweekly to monthly networking events, growing membership by 90% through outreach campaigns and fostering employee unity.
- Conceptualized and executed annual cultural festivals, attracting over 200 attendees, and collaborated with over five cross-functional teams (ERGs, programs, groups) to ensure smooth event execution and high participant satisfaction.
- Curated 100+ unique graphics and artwork for cultural events using Adobe Creative Suite, contributing to a 45% increase in event attendance and enhancing community engagement through leadership and strategic initiatives.

EDUCATION

Rutgers University   **New Brunswick, NJ**
Bachelor of Arts in Information Technology, Minor in Digital Communications and Media   *Graduation Date: Jan 2021*

TRAININGS & CERTIFICATIONS

Google Foundations of Digital Marketing & E-Commerce, Google Project Management, Agile Fundamentals, Meta Social Media Marketing, Principles of UX/UI Design (Certifications). Fundamentals of Graphic Design (Training).