Rida Grewal

Digital Marketing Analyst | Marketing Strategist | Brand Development

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EDUCATION

Rutgers Business School **Newark, New Jersey**
Bachelor of Science in Marketing May 2025
Minor in Psychology

- **GPA:** 3.6 / 4.0
- **Relevant Coursework:** Principles of Marketing, Marketing Research, Consumer Behavior, Principles of Management, Management Skills, Products and Operations, Supply Chain Management

PROFESSIONAL EXPERIENCE

NiCe *(CX & AI Software Company)* **Hoboken , New Jersey**
Marketing and Operations Manager December 2025 - April 2026

- Supported the execution of NiCE's global "Marketing Made NiCE" initiative by coordinating virtual coffee chats and short-form digital programs to drive engagement across international teams
- Developed and implemented a customized ChatGPT tool to support NiCE blog content creation, improving content efficiency and scalability
- Collaborated directly with the Business Operations Director on NiCE World website initiatives, assisting with event setup and digital experience management through Cvent
- Analyzed campaign and workflow data to identify opportunities for improving operational efficiency and marketing performance
- Partnered cross-functionally with marketing and business teams to support content strategy, campaign execution, and business development initiatives.

Sharda Papers Inc. *(B2B Paper distribution and supply company)* **Metuchen, New Jersey**
Marketing and Operations Manager September 2025 - January 2026

- Led digital marketing strategy and operational coordination for a B2B paper distribution company, strengthening online presence and client outreach.
- Implemented process improvements in inventory tracking and customer communication, increasing operational efficiency and reducing response time.
- Developed email marketing campaigns and sales materials to support lead generation and client retention efforts.
- Analyzed sales and performance data to identify growth opportunities and recommend strategic adjustments to leadership.

M3M India Pvt Ltd. *(Luxury Real Estate Developer)* **Gurugram, India**
Marketing Intern Summer 2024

- Collaborated with the internal graphics team and a third-party agency to develop a user-centric website, leveraging **Google Analytics and Hotjar** to optimize UI/UX, increasing traffic by 25% and improving bounce rate by 30%.
- Contributed to the successful launch of the **'Altitude' project**, a luxury commercial real estate development. Designed campaign messaging and digital content strategy, boosting engagement by 20% and generating over 1,000 qualified leads through Google Ads and targeted landing pages.
- Coordinated logistics for the high-profile **'M3M Power Up'** event (500+ attendees), managing decor, vendor communications, and award presentations—achieved a 95% attendee satisfaction rate while reducing setup time by 15%.

LEADERSHIP & INVOLVEMENT

The Social Awareness Club **February 2022 – May 2023**
Founder & President ***Recipient of the Educational Program of the Year Award***

- Founded the club to raise awareness of complex social issues, collaborating with 5+ campus organizations to host 10+ events, fundraisers, and galas, raising over $5,000 for local and national charities.

Alpha Mu Gamma Society **September 2022 – May 2023**
President

- 500+ attendees in organized events, with 300 attendees in the Lupus Walk, raised $2,000 in fundraising and inducted over 100 members.

Business Honor Society **September 2022 – May 2023**
Vice-President

- Secured funding for business-related scholarships by organizing successful fundraisers, raising $2,000+, and inviting executives from companies to 5+ campus events.

Marketing & Management Society **September 2023 – May 2025**
Marketing Committee Member

- Collaborated on creating and executing marketing strategies to promote events and initiatives, boosting the club's campus presence.

SKILLS, ACTIVITIES, & INTERESTS

Technical Skills: Google Analytics, Google Ads, SEO Optimization, Hotjar, SurveyMonkey, Tableau (Beginner), Mailchimp, Constant Contact, ChatGPT (Custom GPT Development & Content Automation), Canva, Adobe Creative Suite (Photoshop, InDesign, Illustrator), Figma (Basic), Wix, Cvent, Microsoft Excel (Pivot Tables), PowerPoint, Word, Trello, Notion, Meta Business Suite.
Organization Affiliations: Arts Honor Society, National Society of Leadership and Success, Indian Student Association
Awards & Recognition: Distinguished Student Leader, Alumni Board of Trustees
Languages: Hindi & Urdu (Fluent). French & Punjabi (Conversational)