Priyam Goel

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LinkedIn | Website | Branding Portfolio

EDUCATION

Columbia University School of the Arts | New York | 2022 – 2024
Master of Fine Arts (MFA); Creative Writing (Fiction) **(Recipient of 2 Writing Fellowships)**

Delhi Technological University | Delhi, India | 2016 – 2020
Bachelor of Technology (BTech); Computer Engineering **(Top Honors)**

PROFESSIONAL EXPERIENCE

Marketing & Partnerships Lead | South Asian Journalists Association (SAJA) | New York (Contract)   Sep 2024 – Oct 2024
- **Strategic Brand Partnerships:** Headed the full-scale planning and execution of a flagship event with 200 attendees, securing **$50k** in sponsorships from organizations such as the New York Times and Charles Schwab
- **Brand Activation:** Launched a high-impact digital marketing campaign across social media (Instagram & X) and print channels, achieving $150k worth of ticket sales, causing a sold-out event a week ahead of schedule

Product & Branding Lead | vFairs x Columbia Journalism School | New York   Feb 2023 – May 2024
- **Product Delivery:** Launched Columbia's SaaS Career Expo Portal in **4 months** through cross-functional collaboration between career development, design and engineering teams
- **User research:** Onboarded **150+ media organizations** by leading customer discovery efforts, expanding the portal's reach in US media by **27%** from last year (130 -> 165)
- **Consumer Insights:** Boosted employer-student interactions by **120%** through User Interface (UI) enhancements, incorporation of feedback from customer interviews, and creating user stories
- **Feature prioritization:** Optimized app performance and improved user metrics by conducting feature analysis which enabled eliminating low-performing features like matchmaking and adding high-engagement ones like 1:1 calls

Marketing Manager | Chayse & Hunt | New Delhi, India   Sep 2021 – Aug 2022
- **Roadmap Execution:** Drove Infibeam's product adoption and exceeded annual revenue targets by **$50k** by executing Go-to-Market (GTM) strategies and developing sales tools such as pitch decks and product demos
- **Market segmentation:** Led a team of 7 coordinators and accelerated monthly engagement from 10K visitors to 50K for Playaz4Playaz by conducting customer segmentation analysis, improving customer messaging and tailoring marketing campaigns to target audiences
- **Brand repositioning:** Collaborated with **15**+ clients to revamp their presence and reposition their digital offerings through strategic rebranding which involved performing market research, competitor analysis, internal and external stakeholder management and subsequent ad campaign optimization
- **Social Media Growth**: Achieved **20- 50 %** increase in social media engagement and search ranks per client

Contributing Fashion Writer | Vogue India | Mumbai, India   Sep 2021 – Jun 2022
- **Brand Engagement:** Increased article clicks by **30%** via analysis of daily publishing times v/s views on WordPress Content Management System (CMS)
- **Data-driven decision making**: Enhanced engagement by **25%** through SEO techniques such as advanced keyword analysis and use of popular headings and phrases in articles
- **Omnichannel Marketing Strategy:** Improved customer conversion rate from **5% to 13%** by creating and marketing targeted meta and google ads to drive print sales

Senior Data Analyst | Bain & Company (BCN) | New Delhi, India   Aug 2020 – Aug 2021
- **Product Management:** Managed an extensive database product of **50,000**+ channel partners using Alteryx that supported Original Equipment manufacturers (OEMs) such as Hewlett Packard Enterprise (HPE) to expand their ecosystem in remote geographies
- **Process Optimization:** Reduced client turnaround time from **4 hours to 1 hour** by developing the 'Partner Type Tagging Workflow' which categorized partners into VARs, MSPs, SIs, etc. based on the tags from its website
- **Cost Optimization:** Identified top cloud services suppliers for **F5 Networks** using a Tableau visualization of existing distribution channels in target areas, leading to a **20% cost reduction** for F5

PROJECTS

Brand Manager | Vybz (Mental Health Platform) | New York   Apr 2024 – Sep 2024
- **Omnichannel Branding:** Promoted an innovative AI-mental health companion called "Hoopy" across app, email and social platforms, driving consistent brand identity and boosting user satisfaction
- **Data-Driven Campaigns:** Implemented CRM systems to track user behavior, optimizing campaigns and improving beta customer retention by 17%

SKILLS & COMPETENCIES
- Tools: Jira (Agile methodology), Asana, Figma, Notion, Trello, Tableau, SEMrush SEO toolkit, Google Analytics
- Branding & Marketing Learning Graph: Brand Storytelling, Brand Equity, Market Research, Full-funnel marketing