

KAUSTUBH CHATURVEDI

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EDUCATION

University of California, Davis | Graduate School of Management

Master of Business Administration | STEM – Marketing (GPA: 4.0)

Relevant Coursework: Marketing Management, Consumer Behavior, Strategic Branding, Data Analysis for Managers

Davis, CA

May 2026

Tufts University | Fletcher School of Law & Diplomacy

Master of Arts in Law & Diplomacy | International Communication (CGPA: 3.56)

Relevant Coursework: Marketing Research & Analysis, Data Science for Politics, International Communication

Boston, MA

Nov 2021

Manipal University | Manipal Institute of Technology

Bachelor of Technology | Emphasis: Electronics & Communication Engineering

Manipal, India

May 2016

EXPERIENCE

Cre8tive Capital, Chicago

Marketing and Business Development Manager Intern (Part-Time)

Remote

Dec 2024 – Present

- Managed and led cross functional teams of 8+, executing **integrated marketing strategies**; Increased client inquiries by 19% and converted 2 high value leads
- Designed and implemented data-driven **digital marketing campaigns** across Google, Meta, and LinkedIn; Enhanced website traffic by 17%, while leveraging email campaigns and digital media
- Developed and executed **organic marketing initiatives**, including a structured blogging strategy with team contributions and a targeted social media content plan, enhancing brand visibility and SEO performance; Boosted month-on-month online engagement by 12%

Invest India

Investment Specialist – Europe

New Delhi, India

Aug 2022 – Apr 2024

Invest India is the Investment Promotion and Facilitation Agency of the Government of India (GoI) that helps investors looking for investment opportunities in India

- Collaborated with cross-functional teams to design **marketing strategies** for industry outreach, driving awareness and positioning India as a key investment hub for European businesses; Developed targeted country and industry-specific outreach campaigns that resulted in \$250M+ investments
- Conducted in-depth market research and developed **Go-To-Market (GTM) strategies** for European companies entering the Indian market, aligning with their brand and target audience; Facilitated a \$150M investment by a Swiss paper-packaging company, resulting in 600+ new jobs
- Identified and targeted 50+ European companies for Foreign Direct Investment (FDI) into India; Contributed to a total indicative investment of \$1.5B and the potential creation of 1,500+ jobs
- Analyzed Switzerland and Norway's historical Trade and Investment data to identify focus sectors for Free Trade Agreement (FTA) with India; Advised FTA signing with \$ 1B investments and increased bilateral trade up to \$1.5 B

Rising Sun Political Solutions

Entrepreneur

Lucknow, India

Nov 2021 – July 2022

- Hired and managed a team of 20+ employees and oversaw content creation, audience targeting, and competitor analysis; Generated twelve leads and converted three
- Developed and executed digital marketing strategies to increase **brand visibility and engagement** for political leaders; Increased online engagement by 150% across social media platforms using Google Analytics and Meta Ads
- Spearheaded the use of vernacular language and localized content strategies, led **data-driven campaign strategies**, analyzing voter sentiment and demographic trends to create targeted outreach campaigns; Rocketed user engagement by 45% and content reach to 200K+ voters
- Coordinated and led a team of 50+ workers to manage high-profile political events, implementing digital and offline outreach strategies that boosted event attendance and engagement among 200K+ voters; Successfully optimized campaign spending, saving \$20K+ in marketing costs

Mantra Social Services

Project Manager – School Development Index

New Delhi, India

Dec 2018 – May 2019

- Managed data collection and analysis for 5,500+ schools across 34 key indicators, designing and presenting data-driven insights to key stakeholders
- Designed visual dashboards that enabled 15% speedier data-driven decision-making for 500K+ parents and bureaucrats

Publicis Sapient

Associate

Gurugram, India

Sept. 2016 – Sept. 2018

- Developed **marketing automation and email campaigns** for Fortune 500 clients on Salesforce Marketing Cloud; Increased email campaign response rates by 20%
- Led the creation of SOPs and training materials and mentored junior team members; Improved team efficiency and enhanced marketing automation skills

PROJECTS

Advisor | Digital Dhanda

Jan 2023 – June 2024

- Developed **pricing strategies** and GTM plans for semi-urban and rural markets, directly increasing revenue by 20% and expanding into two new geographies with \$1M+ revenue potential
- Conducted market research to identify target audiences and positioning strategies, helping Digital Dhanda optimize its customer segmentation and marketing efforts

Research Assistant | Edward R. Murrow Center, Tufts University

Aug 2020 – Mar 2021

- Developed and led an **organic social media marketing campaign** for the event 'America in the Eyes of the World'; 250+ student and faculty participants and a 20% increase in event engagement through targeted digital strategies
- Redesigned the website and optimized content for the Edward R. Murrow Center on WordPress; Improved user experience and increased website traffic by 35%

SKILLS

Data Tools: Meta Ads, Google Analytics, SEO/SEM, Hootsuite, SQL, R, Advanced Excel, Microsoft Office, WordPress, Power BI, Salesforce CRM, Zoho CRM

Marketing-Specific: Digital Marketing Strategy, Content Marketing, Campaign Management, Brand Strategy & Positioning, GTM Strategy, Email Marketing

Certifications: Salesforce Marketing Cloud Consultant, Salesforce Marketing Cloud Email Specialist

AWARDS & RECOGNITION

Merit Scholarships – MBA, UC Davis & Master of Arts in Law and Diplomacy, Tufts University

Letter of Appreciation – Letter of Appreciation from Joint Secretary, Government of India, for my work on the India-Switzerland Startup Bridge

Employee of the month- February 2023, January 2024 – Invest India and February, March 2018 – Publicis Sapient