

ANAAYA SHAH

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PERSONAL SUMMARY

Growth Marketing and Digital Marketing professional targeting Bay Area entry-level roles, with experience in **demand generation, lead generation, lifecycle marketing, content strategy, and campaign execution**. Skilled in **GA4, SEO/SEM, KPI tracking, funnel optimization, Meta Ads Manager**, social media analytics, and brand storytelling, with hands-on experience supporting **go-to-market (GTM)** campaigns, press materials, and multi-platform content strategy.

EDUCATION

Purdue University - West Lafayette, IN

May 2026

Bachelor of Arts in Communication

Concentration: Public Relations and Strategic Communication, Mass and Media Communication | Minor: Psychology

AREAS OF EXPERTISE

- GA4, A/B Testing & KPI Tracking
- Growth, Demand & Lead Generation
- Audience Segmentation
- HubSpot, CRM & Lifecycle Marketing
- Paid Search / Paid Social & SEM
- SEO & Funnel Optimization
- Influencer Marketing & Brand Partnerships
- Media Outreach & Press Releases
- Content Calendar Strategy

WORK EXPERIENCE

Marketing Intern

Oct 2025 – May 2026

eClinicalWorks, Boston, MA

- Optimized **healthtech marketing content** using audience insights and GA4 KPI tracking, increasing engagement by **15% in 3 months**
- Supported **cross-channel GTM and ABM campaign execution** with consistent brand messaging, audience alignment, and demand generation goals
- Tracked **campaign KPIs, funnel performance, and ROI/ROAS indicators** to optimize lifecycle content strategy and campaign effectiveness
- Developed **audience-focused messaging** for integrated digital marketing initiatives across a tech-forward healthcare SaaS brand

Public Relations and Marketing Intern

Jan 2024 – May 2026

South by Sea, West Lafayette, IN

- Built and maintained relationships with **20+ student organizations** and campus partners, increasing recurring orders by **25%**
- Generated **30+ qualified leads per month** and organized HubSpot-style CRM follow-up workflows for prospect tracking
- Delivered **customized partnership and sales presentations** to prospective clients, achieving a **35% conversion and close rate**
- Analyzed **campaign KPIs, audience response metrics, and funnel conversion performance** to optimize outreach and improve demand generation

Freelance Social Media Content Creator

May 2022 – Present

Instagram, YouTube & TikTok, Remote

- Produced and edited **50+ short-form video assets** across Instagram, TikTok, and YouTube, achieving **12% engagement rates**
- Used **Meta Ads Manager, paid social concepts, audience insights, and content calendar planning** to optimize strategy and increase reach by **20%+**
- Collaborated with brands including Sol de Janeiro, JW PEI, and Medix 5.5 to create sponsored social media campaigns for higher brand engagement
- Managed end-to-end content production including **scripting, editing, publishing, performance tracking, and lifecycle engagement analysis**

Marketing & Social Media Intern

May 2025 – Aug 2025

Adani Wilmar Ltd., India

- Drafted and distributed **10+ press releases**, media materials, and branded communications to support public relations and media outreach initiatives
- Developed and executed multi-platform marketing campaigns that improved audience engagement rates by **15–20%** across digital channels
- Designed **branded marketing assets, campaign visuals, and content calendar concepts** using Adobe Creative Suite for integrated marketing communications
- Conducted **media monitoring, tracked earned media coverage, and evaluated campaign performance** using audience and engagement metrics

Communication Intern

Jan 2025 – May 2025

Purdue Marketing & Communication, West Lafayette, IN

- Developed audience-focused internal communication content boosting email open rates by **14%** across **5,000+** stakeholder engagement
- Analyzed **communication KPIs, audience feedback, and content performance metrics** across channels, driving a **12% lift in click-through rates**
- Conducted **15+ stakeholder interviews** and transformed findings into compelling narratives and audience-centred communication materials
- Collaborated with teams to support internal marketing initiatives, content planning, and strategic storytelling projects engaging **10,000+ students**

Student Consultant (Mini PR Agency Program)

Aug 2024 – Dec 2024

Boiler Communication, Purdue University

- Executed **3 public relations campaigns** including audience targeting, messaging development, and strategic content planning, boosting visibility by **20%**
- Conducted market research and audience segmentation analysis of **2,500+ local consumers** to support strategic campaign recommendations
- Developed media lists of **40+ outlets**, drafted outreach materials, and supported media relations to secure **8 earned media placements**
- Tracked earned media coverage, monitored campaign performance, and compiled insights to deliver **data dashboards** to **4 regional clients**

TECHNICAL SKILLS

- **Analytics & Reporting Tools:** GA4, Google Analytics, Google Search Console, Looker Studio, Microsoft Excel, Google Sheets
- **Paid Media & CRM Tools:** Meta Ads Manager, Google Ads, LinkedIn Ads, HubSpot, Salesforce CRM basics, marketing automation
- **AI & Content Tools:** ChatGPT, Claude, Jasper AI, Perplexity AI, Midjourney, DALL-E, HeyGen, Surfer SEO, MarketMuse
- **Content & Web Tools:** Sprout Social, Hootsuite, WordPress/CMS, Canva, Adobe Premiere Pro, CapCut, Adobe Photoshop
- **Marketing Skills:** SEO/SEM, PPC, keyword research, email marketing, KPI reporting, audience segmentation, funnel optimization, ROI/ROAS
- **Social Media Platforms:** Instagram, TikTok, YouTube, LinkedIn

STUDENT ORGANIZATIONS

- **President:** WE ARE SAATH Ltd., Purdue University Jan 2024 – May 2026
- **Vice President / Media & Marketing Chair:** American India Foundation May 2024 – May 2026
- **Vice President of Marketing:** Phi Gamma Nu Jan 2024 – May 2026