**Saijal Sobti**

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**education**

**BBA, Management Information Technology** August 2023 - May 2025

San Jose State University, San Jose, CA, 3.5 Overall GPA

**Program Coursework:**

Inclusive coursework in core business courses includes Intro to Python, Database Management Systems, Networking and Data Communications, Business Finance, Business Statistics, Managerial Accounting, Business Law, Business Org & Behavior, and Marketing.

**qualifications**

* Experience with Microsoft Excel, Analyzing Dashboards, Google Sheets & PowerPoint
* Capability to successfully communicate and collaborate with others
* High integrity & capacity to handle sensitive information and data responsibly
* Data Analytics: Data Cleansing in Excel, Google Analytics & Problem Solving
* Language Proficiency in English, Hindi, and Punjabi (Native)
* Intermediate skills with Salesforce CRM System, HubSpot & Marketo Software
* Email Marketing: Email marketing campaigns to effectively communicate with audiences and build trust, and authority as well as improve conversions

**professional experience**

**Cashier,** Shell gas station, Martinez, CA May 2022 - Present

* Direct and manage all daily retail operations of the store in accordance with Company policy
* Generate daily sales reports to keep track of inventory & gallons of gas sold
* Ensured to acknowledge customers with a smile & handled daily transactions accurately

**Campaign Specialist,** Inverta, Newtown Square, PA October 2021 - October 2022

* Established strong data analysis skills in Excel and experience working with large data sets
* Managed digital marketing point solutions platforms ON24 and Zoom info
* Segmented and cleaned email lists to improve the email deliverability of campaigns
* Produced weekly reports for clients within Marketo, building reports in Salesforce and utilizing them for organization and client goals
* Created Workflows within different platforms to automate the process and make processes more efficient for teams and client

**Marketing Operations Intern,** Highway Education, Boulder, CO June 2021 - October 2021

* Performed various projects based on planning and budgeting execution
* Leveraged different platforms of MAP HubSpot, Marketo, and Pardot to develop marketing strategies
* Developed, maintained and Monitored performance-based metrics and measured the health of Demand Gen, including ROI, and funnel efficiency metrics by channel and campaign

**Cashier,** Walmart, Martinez, CA January 2019 - December 2020

* Ensured to acknowledge customers with a smile & handled daily transactions accurately
* Assigned with extra duties in other departments including stocking & assisting customers in finding items

**certifications**

Digital Marketing Certification, Digital Marketing Operations Certificate, Inbound Marketing Certification, Email Marketing, Google Ads Display Certification & HubSpot Marketing Software Certified.

**project experience**

**Paid Search,** Freelance

* Ran Google ads for websites to get proposed traffic to websites with the goal of getting conversions such as leads and sales
* Strategized paid search campaigns to target relevant keywords and attract a targeted audience
* Scaled campaigns through increasing budget, pausing high CPA ad groups, keywords wrote Ad Copy and A/B Split tested best performing headlines and landing pages