

# Snehil Singh

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 [www.snehilsingh.com](http://www.snehilsingh.com)

## Education

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**EDHEC Business School, Lille, France**

**Expected: May 2020**

**Master in Management + MSc in Strategy, Consulting & Digital Transformation (Double Degree)**

- Top 15% of the batch – MSc. student ambassador – Class representative
- **Master thesis – External Consultant, EY Services, Paris France**
  - Assessed the future of the digital banks by conducting exploratory research using semantic analysis, customer reviews and competitive analysis to predict the key success factors.
  - Evaluated the business model of N26 against its competitors using different strategic frameworks.

**Manipal Institute of Technology, Manipal, India**

**Graduated: May 2014**

**Bachelor of Engineering in Computer Science & Engineering**

- 3 times virtual stock trading winner (300+ students) – Organizer of university cultural fest

## Professional Experience

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**Web Analytics Project Manager Associate, Allianz Partners, Paris, France**

**Mar 2019 – Sep 2019**

- Managed quality assurance for 150 Google Analytics B2C accounts & E-commerce websites globally.
- Defined analytics setups of 25 Business Units for tracking and 3rd party integrations and led go-live of 5 BUs; reported weekly traffic performance stats for strategic insights.
- Initiated Cookie Consent Management (GDPR) using OneTrust facilitating B2C websites to register customer consent.
- Acclaimed for 3 new projects: eKomi, Hotjar and Chatbot; gained over 70% positive customer response.
- Acted as an Internal Consultant for 5 remote cross-functional teams; provided knowledge transfer on marketing suite.

**Marketing & Business Development Associate, Mayer Brown, Paris, France**

**Dec 2018 – Mar 2019**

- Upgraded CRM repository, across US, EMEA and AP, consolidating 3500 client records of 80 lawyers in 1.5 months.
- Identified intelligent insights from Legal 500 list (deals, values, key accounts) for consolidation of banking & finance team.

**Business Consultant, Enabling Procurement, Brussels, Belgium**

**Jul 2018 – Aug 2018**

- Analyzed 12 retail websites by creating a web scraper to study the pricing information for competitive analysis of 3 clients.
- Created an invoicing template to be used until 2020 to audit the budgeted vs invoiced prices, helping the client record a savings of €3000 in 5 days in the security segment.

**Business Analyst (Sales), Oracle India, Bangalore, India**

**Sep 2015 – Jan 2016**

- Managed sales accounts in Fusion CRM creating better opportunities; researched and updated 50% customer records.
- Evaluated 3000 MICROS customer records, optimizing Oracle database up to 60%.

**Associate Software Engineer, Tech Mahindra, Pune, India**

**Jan 2015 – Jul 2015**

- Created web-based applications on J2EE, SQL using MVC; gained knowledge and insights of telecom and IT industry.
- Represented a batch of 84 freshers for different events, CSR activities and knowledge transfer sessions.

**Software Engineer, Wisecells Learning Solutions, Bangalore, India**

**Jan 2014 – Jun 2014**

- Developed range of web apps like such as Task Assignment Portal, E-commerce Website, Light Dropbox, RSS-XML Based Forum etc.; gained knowledge of business requirements and needs.

## Languages, skills, certifications and hobbies

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**Languages:** English native, Hindi native, French intermediate

**Skills:** HTML, CSS, JavaScript, PHP, SQL, Python, Excel, PowerPoint, Bing Ads, Adobe Analytics, Oracle CRM, InterAction CRM

**Certifications:** Google Analytics Advanced, Tag Manager, Fundamentals of Digital Marketing, LinkedIn Digital Marketing tools

**Hobbies:** Photography (candid, expression, pet), Travelling (15 countries with amateur vlogs), Guitarist, State level Basketball

## Leadership roles and extra-curricular activities

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**Freelancer, India, France** 

**Aug 2013 – Present**

- Led a team of 4 to complete 15 projects in verticals like web development, SEO and digital marketing by understanding user stories and client requirements with over 95% customer satisfaction.
- Boosted 3 clients' businesses by developing reliable web apps and executing campaigns to increase presence on Facebook and Google My Business; achieved 1<sup>st</sup> page ranking on Google organic search.

**Volunteer Photographer, India, France**

**Mar 2016 - Present**

- Organized photoshoots for pet adoption with NGOs, events for school associations, LinkedIn profiles etc.

**Winner, Open Innovation Challenge 2018, EDHEC, Lille, France**

**Mar 2018**

- Won 1st position in Volkswagen Group and competed among 72 finalist teams.

**Founder, EDHEC INDIA, EDHEC, Lille, France**

**Sep 2017**

- Organized Indian festival by inviting over 90 EDHEC students promoting cultural diversity.