

Snehil SINGH

Roubaix – 59100, France

+33 6 12 82 08 09

Available Immediately

[in linkedin.com/in/snehilsinghs/](https://www.linkedin.com/in/snehilsinghs/)

[✉ snehil.singh@edhec.com](mailto:snehil.singh@edhec.com)

www.snehilsingh.com

Education

EDHEC Business School, Lille, France (Double Degree) Sep 2017 – Oct 2020

Master in Management + MSc. in Strategy, Consulting and Digital Transformation

- MSc. Dean's List Top 5% (CGPA – 15.43/20) • 20/20 in Digital Marketing Strategy course

Manipal Institute of Technology, Manipal, India Jul 2010 – Jun 2014

Bachelor of Engineering in Computer Science and Engineering

- Organizer, University cultural fest • Sponsorship Lead, LEO Club

Professional Experience

EY Services, Paris, France – Marketing Strategy Analyst Sep 2019 – Jun 2020

- Assessed the future of banking to advise on growth strategies by benchmarking ~50,000 consumer reviews of 15 banks, discovering insights, and predicting KSFs using competitive analysis
- Proposed recommendations for 10 clients via social listening to advise on market opportunities worth €40,000

Allianz Partners, Paris, France – Digital Analytics Manager Mar 2019 – Sep 2019

- Developed and standardized analytical operations of 150 B2C e-commerce websites for 25 BUs across EU & APAC
- Created and updated existing KPIs to optimize the pricing metrics by tracking missing transactions of €1.8M
- Increased marketing efficiency for 5 countries by integrating 15 affiliate programs to enhance off-page SEO
- Launched 3 products for feedback system & behavioral analytics yielding 70% positive response & 30% time savings

Mayer Brown, Paris, France – Digital Marketing Specialist Dec 2018 – Mar 2019

- Optimized CRM database across EMEA by evaluating 100,000 data records of 3500 clients
- Initiated technological roadmaps for cross-functional teams to audit historical data resulting in 20% time savings
- Enhanced user acquisition by 60% for legal events by implementing social media strategies and email marketing

Enabling Procurement, Brussels, Belgium – Business Analyst Jun 2018 – Aug 2018

- Extracted & analyzed products of 12 retailers and suggested product placement to boost future sales by 30%
- Saved ~€20,000/ month by auditing the budgeted vs invoiced prices by creating a dashboard to project next 3 years
- Defined and presented as-is & to-be processes & user stories after brainstorming ideas for MVP to senior leaders

Oracle Corporation, Bangalore, India – Account Manager Sep 2015 – Jan 2016

- Provided pre-sales solutions by delivering sales opportunities to sellers by conducting due diligence of 12K customers
- Improved sales performance by 60% by analyzing reports and offering strategic insights for 3K MICROS clients

Skills

Business Skills: Storyteller, Project Management, Stakeholder Management, Communication, Technical Writing, Agile

Technical Skills: HTML, CSS, PHP, JavaScript, MS Excel, VBA, Python, SQL, CMS, CRM, Tableau, JIRA, Trello, MailChimp

Languages: English (native), Hindi (native), French (intermediate)

Certificates

University of California, Davis – SEO Fundamentals || IBM – Python and SQL for Data Analysis || Google – GAIQ, Advanced Analytics, Tag Manager, Data Studio || LinkedIn – Data Visualization: Storytelling, Digital Marketing tools

Additional Activities

Winner, EDHEC Open Innovation Challenge 2018, Lille, France Feb 2018 – Apr 2018

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

Founder, EDHEC India, Lille, France Sep 2017 – Apr 2018

- Organized Indian festivals and events by inviting 150+ EDHEC students promoting cultural diversity

Freelancer, Bangalore, India (www.srvimpressions.com) Aug 2013 – Jul 2016

- Earned trust and gained 90% customer satisfaction of 20 clients by delivering scalable projects on web/software development, web analytics, and database management of 2M+ records
- Grew 3 businesses by gaining 40% click-through rate on social media and SERPs by planning, designing, and publishing SEO strategies, marketing assets and content marketing