

Snehil SINGH

Roubaix – 59100, France

✉ snehil.singh@edhec.com

☎ +33 7 49 09 78 30

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

Available Immediately

🌐 www.snehilingshl.com



Education

EDHEC Business School, Lille, France (Double Degree)

Sep 2017 – Jun 2020

Master in Management + MSc. in Strategy, Consulting & 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 – May 2014

Bachelor of Engineering in Computer Science & Engineering

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

Professional Experience

EY Services, Paris, France

Sep 2019 – Jun 2020

External Consultant

- Assessed the future of banking to recommend growth strategies by benchmarking ~50k reviews of 15 banks, finding gaps, and predicting KSFs using competitive analysis

Allianz Partners, Paris, France

Mar 2019 – Sep 2019

Digital Analytics Manager

- Managed analytics standards & operations of 150 Google Analytics B2C & E-commerce websites for 25 global BUs
- Identified and analyzed KPIs to optimize the product pricing strategy by tracking missing transactions of €1.8M
- Launched 3 customer behavioral products (eKomi, Chatbot, Hotjar) using agile approach resulting in an increase of 70% qualitative feedback

Mayer Brown, Paris, France

Dec 2018 – Mar 2019

Marketing Analyst

- Optimized CRM database across EMEA by analyzing data sets of 200K records of 3500 clients
- Initiated transformational roadmaps for cross-functional teams to audit historical data resulting in 20%-time savings
- Increased 60% user acquisition for events by drafting a digital marketing strategy and executing promotional campaigns on LinkedIn and emails

Enabling Procurement, Brussels, Belgium

Jul 2018 – Aug 2018

Business Consultant

- Analyzed 12 retail firms to study the pricing metrics for competitive analysis by creating an automated web scraper
- Grew user base by 1.2K via B2B marketing and saved customer acquisition cost by €150/user on procurement platform

Oracle Corporation, Bangalore, India

Sep 2015 – Jan 2016

Business Analyst (Sales)

- Provided pre-sales support by delivering sales opportunities by conducting due diligence of 12K client profiles
- Improved sales performance by 60% by analyzing monthly reports and offering strategic insights for 3K MICROS clients

Skills

Business Skills: Project Management, Data Analytics, Stakeholder Management, B2C, Negotiation, Communication

Tech Skills: Python, SQL, Microsoft Office, VBA, HTML, SEO, JavaScript, JSON, PHP, CMS, CRM, Tableau, JIRA

Certifications: Google - GAIQ, Analytics, Tag Manager, Data Studio | LinkedIn - Digital Marketing tools

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

Additional Activities

Winner, EDHEC Open Innovation Challenge 2018, Lille, France

Mar 2018

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

Founder, EDHEC India, Lille, France

Sep 2017

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

Freelancer, Bangalore, India (www.srvimpressions.com)

Aug 2013 – July 2016

- Earned trust and gained 90% customer satisfaction of 20 clients by delivering projects on web/software development, digital marketing, and database management of 5M+ records
- Grew 3 businesses by gaining 40% engagement rate by creating campaigns and engaging content on social media