

Sunaina Parihar

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EDUCATION

TEMPLE UNIVERSITY, The Fox School of Business, Philadelphia, PA
Master of Science in Digital Marketing Candidate 2021

TEMPLE UNIVERSITY, Klein College of Media and Communication, Philadelphia, PA
Bachelor of Arts in Advertising, Minor: Spanish, Graduated: May 2015
GPA: 3.52

SKILLS

- Computer: Excel, Word, Powerpoint, Surveymonkey, MRI+, Mintel, Asana, SEO, Google AdWords, Hubspot certified, Salesforce, Adobe Campaign
- Writing: Web content, copywriting, copy editing, proofreading
- Language: Intermediate Spanish
- Other: Broadcast trafficking, program outreach, project management, account management, marketing strategy

EXPERIENCE

Under Armour- E-Commerce Specialist

Remote

- Work with both SAP operating system and Right Now Technologies (RNT) to research and resolve customer returns, exchanges, gift card and carrier claim requests
- Refine sales skills through on-going participation in sales meetings and trainings
- Meet and exceed all performance objectives and metrics set in scorecards in order to propel UA's team goals and consumer product sales plans
- Work with Customer Service team and IT to help resolve customer issues on front end

T. Rowe Price- GIMS (Global Investment Management Services) Marketing Specialist

Contracted

Baltimore, MD

- Created campaign briefs and supported activities related to the ongoing creation and distribution of content for T. Rowe's institutional audience
- Provided monthly metrics on e-mail marketing subscriptions, opt-ins, bounces and clicks
- Managed clients and campaigns in Salesforce
- Edited e-mail, web article, and presentation content creation for employees and clients
- Project managed schedule for upcoming emails going live
- Used Adobe Campaign to manage email lists, templates and production for events such as conferences, webinars, newsletters and invites where clients and marketers are in attendance
- Worked with a cross functional team including multiple stakeholders, incl. relationship managers and designers
- Monitored and managed compliance for articles that underwent legal review in order to appear on T. Rowe's Institutional Investors webpage

T. Rowe Price- RPS (Retirement Plan Services) Marketing Specialist-Contracted

Owings Mills, MD

- Promoted quality control to ensure the timely review of collateral
- Coordinated the flow of work and the processing of documents
- Maintained project schedules, track communications components, and process a high volume of communications pieces using a proprietary project management software, Axis
- Managed and edited retirement kits as needed
- Ordered and tracked new retirement kits for clients such as Under Armour, Loreal USA and Garmin
- Generated and uploaded PDF documents for retirement kits to Fulfillment

The Leffler Agency (*Defunct*)- Assistant Executive Manager

Baltimore, MD

- Primary liaison for clients including *Navy Athletics* and *Maryland Jockey Club* (includes Laurel Park/Pimlico race tracks and host of Preakness Stakes)
- Coordinated traffic for several agency accounts
- Managed timeline for all campaigns in correspondence with media flowcharts
- Participated and presented decks in client meetings
- Worked directly with media reps to help execute media campaigns
- Wrote scripts and copy for print, digital, and radio ads
- Worked directly with CEO, media director and graphic design department on project management
- Involved in execution of media plans including print, outdoor, and digital ads
- Worked as liaison between client and graphic design department to fulfill creative needs
- Worked in conjunction with account executives from some of the areas top stations such as WBAL, WTOP, WPOC and Z104.3 in order to execute advertising campaigns

At Media- Account Executive Assistant Intern

Baltimore, MD

- Assisted primary Account Executive with strategy, web content, SEO and project management for clients including *Baltimore Waterfront Partnership, Caves Valley Partners, and Goldseker Foundation.*
- Assisted in new business development, emails with clients, maintaining a business-client relationship
- Helped oversee deadlines by communicating with other departments to finish projects in a timely manner

ADDITIONAL EXPERIENCE

Esperanza Center - Beginner Spanish Teacher (January 2019-Present)

Baltimore, MD

- Taught level 1A Beginner Spanish to students of all ages
- Assessed student's language skills and fluency
- Maintained communications with students in and out of classroom when needed
- Prepared lesson plan for each class that covered syllabus including beginner concepts, grammar, vocab and culture

Esperanza Center - ESL Volunteer (September 2015-May 2017)

Baltimore, MD

- Tutor adults who speak or are learning english as a second language
- Assist in helping them with day to day tasks which require such as job applications, resumes etc.

"Puentes de Salud" Puentes Hacia el Futuro- Volunteer (January 2013- December 2014)

Philadelphia, PA

- Tutored 1st and 2nd graders in Math and Reading
- Volunteered at "Puentes" booths at various events hosted by the Spanish community of South Philadelphia

TUAA-Temple University Alumni Association, Baltimore Chapter- Member, Young Alumni Chair (October 2015-Present)

- Promote Temple throughout Baltimore by giving back to the community, i.e. Global Service Day
- Attend meetings and collaborate with other alumni on events and meet-ups for Baltimore alum