
SNEH SRIVASTAVA

MBA with 5+ years' experience in D2C and B2B marketing, with a focus on digital marketing & analytics.



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/SNEHSRIVASTAVA

EDUCATION

University of Connecticut, 2018

MBA – Digital Marketing Strategy & Business Analytics
3.78 GPA

- Graduate assistant supporting data-driven overhaul of MBA recruitment strategy and marketing case study reviews
- Provided small business pro bono marketing

Central Connecticut State University, 2013

B.S. – Marketing

- Co-owned small business that focused on resume review & interview prep
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EXTRACURRICULAR

Toastmasters, 2020 -

Develop public speaking skills in weekly meetings

West Hartford Community TV, 2017 -

Helped organize annual Take 5 gala, first ever 5k

Hobbies: Reading historical & dystopian fiction, playing open-world video games, hiking with my dog

EXPERIENCE

CIGNA

MLDP Associate – Cigna Digital, Design Operations

04/20

Assess and oversee execution of Cigna & myCigna Digital project requests

- Ensure alignment with broader strategy through consultation and review with product, project and team leads
- Directly manage small-effort requests through launch
- Optimize and support resource management & cultural improvement efforts

MLDP Associate – Customer Relationship Management

08/18 – 04/20

Supported commercial direct-to-customer marketing efforts in partnership with areas such as US Business Marketing, Product, Digital, Creative and IT

- Executed 300+ CRM email & direct mail campaigns that required broader understanding of a variety of products and audiences, such as Dental and BETS
- Educated teams throughout Cigna on leveraging CRM's capabilities to achieve high-level objectives, and successfully steered teams away from lower-efficiency, higher-cost solutions
- Provided campaign strategy consultation based on performance & best practices
- Developed strategic decks for CRM leadership that directly influenced key marketing decisions
- Optimized and automated CRM processes to increase productivity
- Trained and mentored 4 new hires with limited oversight

MLDP Associate – Cigna Digital, User Experience

02/18 – 08/18

Evaluated & optimized digital customer experience through usability studies

MLDP Intern – Cigna Digital, User Experience

05/17 – 08/17

Developed Seniors journey map & persona for Medicare Advantage analysis

LOGO SPORTSWEAR INC.

Web Analytics & Optimization Manager

08/15 – 07/16

Directed mobile and SEO-focused B2B & D2C site redesign for 20k+ pages, resulting in 9% AOV increase

Marketing Coordinator

08/14 – 08/15

Optimized 100s of webpages for best organic SEO performance

THE COMPUTER COMPANY

Marketing Coordinator

10/13 – 08/14

Developed go-to-market strategy for eManagerSite CMS product line
