

# SNEH SRIVASTAVA

MBA with 8+ years of experience in D2C and B2B marketing, focusing on digital marketing & analytics. Graduate of Cigna's Marketing Leadership Development Program (MLDP).



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/SNEHSRIVASTAVA

## EDUCATION

University of Connecticut, 2018

*MBA - Digital Marketing Strategy,  
Business Analytics*

3.78 GPA

- Supported data-driven overhaul of MBA recruitment strategy & case study analysis
- Graduate Consulting Association Member

Central Connecticut State  
University, 2013

*B.S. - Marketing*

- Owned interview prep business

## EXPERIENCE

### CIGNA

#### CRM Campaign Analytics Lead, Customer Lifecycle Marketing

01/23

Review the impacts of Cigna CRM campaign efforts on the Cigna member population and identify key insights to guide strategy and influence decisions on marketing strategy, planning and product utilization

- Partner with internal stakeholders to set campaign strategy, measure versioning and custom content, and architect campaigns
- Analyze and develop reports, dashboards and visualizations to provide actionable business intelligence
- Develop case studies and strategic decks to showcase impact of campaign efforts on engagement and downstream health behavior
- Optimize and automate reporting processes to increase efficiency and quality

#### MLDP Associate – U.S. Business Marketing, Middle Market Segment

01/22 – 01/23

Directly supported development and execution of a multi-channel B2B marketing plan focused on clients with 500-2,999 employees, including evolving positions, strategies aligned to business priorities, sales cycle and key employer segments and markets

- Partnered with Health Engagement and Well-Being COEs to strategically plan and manage client retention initiatives including development of B2B sales enablement assets and B2B2C engagement campaigns
  - Lead strategy and development of monthly VitaMin B2B newsletter and management of associated CEROS client portal
  - Lead re-branding efforts of wellness strategy recognition program (Healthy Workforce Designation) and marketing materials
  - Research and develop client case studies
- Developed large scale marketing campaigns centered on Mental Health Awareness Month and other observances
  - Supported development of B2B virtual mental health panel for clients, prospects and brokers, including multi-channel promotional strategy, event logistics, and discussion guide creation
    - 269% increase in attendance over expected
  - Created client-facing mental health B2B2C toolkit site
    - 42,2000 clients reached across all segments
  - Created additional toolkits for World Mental Health Day and financial well-being resources
- Provided finalist and capability meeting support through PathFactory microsites and Digideck slide creation

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## SKILLS & TOOLS

Adobe Analytics  
Adobe Photoshop  
Confluence  
Cheetah  
Customer Engagement Platform / CEP  
Customer Interaction Manager / CIM  
Digideck  
Google Analytics  
HTML & CSS  
Igloo site creation & editing  
JIRA  
Looker  
Microsoft Suite (incl. advanced Excel)  
PathFactory  
Rally  
Salesforce  
SAS  
SQL (intermediate)  
Tableau  
UserTesting  
UserZoom  
WordPress  
Wrike (incl. Analytics add-on)

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## EXTRACURRICULARS

Toastmasters, 2020 -  
Delivered 10+ speeches; former VPPR

West Hartford Community TV,  
2017 - 2021  
Organized annual Take 5 gala, first 5k

Marketing Leadership  
Development Program  
Former member of Cross Program  
Committee, Core Curriculum  
Committee

Hobbies  
Reading historical & dystopian fiction,  
playing open-world video games, hiking  
with my boys (husband, son & dog)

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### MLDP Associate – Cigna Digital, Design Operations

04/20 – 01/22

Led evaluation of ad-hoc Cigna.com requests and data-driven redesign of processes and reporting

- Reviewed, assessed and managed intakes to ensure strategic alignment
- Evaluated & executed 950+ projects in coordination with multiple teams (Brand, Product, Legal, IT and others) using Jira, Wrike and other tools
- Develop automated Excel & Wrike dashboards that utilize data storytelling to showcase value and highlight gaps
- Optimize reporting and communication
  - Revamped intake system used by 600+ stakeholders, resulting in 75% less triage time and no negative feedback
  - Led transition from Rally to JIRA (282 features, 81 program epics)

### 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+ email & direct mail campaigns
- Educated teams on leveraging CRM's capabilities to lower costs and increase retention
- Developed strategic decks for CRM leadership that directly influenced key marketing decisions
- Streamlined and automated campaign execution processes
- Trained and mentored 4 new hires

### MLDP Intern – Cigna Digital, User Experience & Research

02/18 – 08/18

Evaluated & optimized desktop and app experience via usability studies

05/17 – 08/17

Developed Seniors journey map and sample persona to evaluate untested opportunity

### LOGO SPORTSWEAR INC.

#### Web Analytics & Optimization Manager

08/15 – 07/16

Directed B2B & D2C site redesign for 20k+ pages, with 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 and created client sites

### LEGRAND

#### Interactive Marketing Intern

05/13 – 10/13

Supported organic and paid search, Facebook ads, and Salesforce data maintenance