
SNEH SRIVASTAVA

MBA with 8+ years of experience in D2C and B2B marketing, focusing on digital marketing & analytics.



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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 resume & interview prep business
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EXPERIENCE

CIGNA

MLDP Associate – U.S. Business Marketing, 0500 Segment

01/22

Directly support 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

- Partner with the 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 B2B newsletter and management of associated client portal
 - Lead re-branding of wellness strategy recognition program and development of promotional and educational material
- Develop large scale marketing campaigns centered on monthly observances
 - Supported the development and execution of a Mental Health Awareness Month B2B virtual panel with executive-level speakers; responsibilities included event logistics, multi-channel promotional strategy and discussion guide creation, resulting in a 269% increase in attendance over expected
- Research and showcase client success stories and develop supplementary marketing materials
- 3rd rotation as part of the Marketing Leadership Development Program

MLDP Associate – Cigna Digital, Design Operations

04/20 – 01/22

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

- Reviewed, assessed and managed Digital intakes to ensure alignment with marketing and product initiatives
 - Coordinate with multiple teams (Brand, Product, Legal, IT and others) to evaluate & execute requests
 - 950+ projects supported since April 2021
 - 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
 - Develop email & article content for Digital org
 - Led to creation of permanent role on team, “Digital Product Data Analyst”
 - 2nd rotation as part of the Marketing Leadership Development Program
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EXTRACURRICULARS

Toastmasters, 2020 -
Delivered 10+ speeches; former VPPR

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

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

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 that required broader understanding of a variety of products and audiences
- Educated teams on leveraging CRM's capabilities to lower campaign costs and increase retention
- Developed strategic decks for CRM leadership that directly influenced key marketing decisions
- Streamlined and automated campaign execution processes, resulting in quicker turnaround
- Trained and mentored 4 new hires
- 1st rotation as part of the Marketing Leadership Development Program

MLDP Intern – Cigna Digital, User Experience & Research

02/18 – 08/18

Evaluated & optimized the Cigna.com desktop and app customer experience through in-person and remote usability studies

- Completed part-time during last semester of MBA program

MLDP Intern – Cigna Digital, User Experience & Research

05/17 – 08/17

Developed Seniors journey map and sample persona to evaluate untested market opportunity within Medicare

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

0/13 – 08/14

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