

Regan Raj

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Data-driven marketing professional with a Master's in Marketing and expertise in analytics, digital strategy, and generative AI. Experienced in leveraging data, market intelligence, and automation tools to optimize performance, inform strategic decisions, and drive business growth. Strong ability to translate complex data into actionable insights, support go-to-market strategies, and build value-focused, scalable initiatives.

EDUCATION

University of Arizona: Masters in Marketing

Aug 2024 – 25 | 3.88 GPA

Relevant courses: Strategic Communication, Marketing Analytics, Market Research, Pricing Strategy & Tactics, digitally enabled customer strategies, Innovation & Product Strategy, Market Based-Management.

Awards - Dean's List, Master's Academic Excellence.

University of Mumbai: BMS - Marketing

June 2018-21 | 3.72 GPA

Relevant courses: Business Research, Product Marketing, Digital Marketing, Operations Research, Logistic and Supply Chain Management, International Marketing, Industrial Law.

SKILLS AND CERTIFICATIONS

Skills: Marketing Strategy, Marketing Analytics, Campaign Optimization, Market Research, Product Marketing, A/B Testing, Data Visualization, Critical Thinking, Design and Editing

Tools: MS Office Suite, Google Analytics, HubSpot, Salesforce, Tableau, SPSS, Canva, Adobe InDesign, Buffer, Meta Business Suite, Asana, Slack

AI & Automation: Prompt Engineering, Generative AI for Marketing, Content Ideation, Automation Tools

[Marketing Analytics Foundation](#) – Meta via Coursera

Oct 2025

[Generative AI in Marketing](#) – Coursera (University of Virginia - Darden)

Sep 2025

[Social and Behavioral Research Best Practices \(Clinical\)](#) – CITI Program

Jan 2025

EXPERIENCE

Veryable, Dallas, TX

June 2025 – August 2025

Marketing Intern

- Supported Workforce Management (WFM) product by assisting in platform development and integrating real-time analytics for agile workforce planning.
- Executed digital marketing initiatives through content creation for blogs, social media, and email campaigns to boost brand awareness and engagement.
- Analyzed campaign performance by monitoring social media metrics and campaign data, delivering actionable insights for marketing optimization.
- Conducted market and competitor research to inform strategic positioning and product messaging for target audiences.

Key Project – [Q4 Peak Season Campaign](#)

- Took full ownership of campaign concept and execution: authored three targeted blogs, created supporting social graphics/posts, and scheduled releases to align with manufacturing's peak-season timeline.
- Built and segmented HubSpot email lists for Executives, Operations Leaders, and HR, launching tailored drips that funneled each audience to the new content hub and boosted engagement metrics.

Exa Specialties, Mumbai, IN

June 2021 – June 2024

Marketing & Business Development Executive

- Led both marketing and sales initiatives for a small healthcare distribution firm, working directly under the Co-founder.
- Developed tailored marketing content and product presentations for healthcare professionals, supporting outreach to hospitals and clinics across key regions.
- Created brochures, product sheets, and training decks to communicate value propositions across various product lines.
- Managed end-to-end execution of product showcases and event booths at medical conferences and trade expos.

ACADEMIC PROJECTS

Visual Analytics & Customer Insights - Tableau

Jan 2025

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- Performed Pareto and cohort analyses to pinpoint the most profitable customer segments and determine the highest-priority marketing opportunities.
- Developed interactive dashboards utilizing Level of Detail (LOD) calculations to effectively display evolving customer behaviors and performance metrics over time
- Delivered actionable insights to faculty through data-driven presentations, demonstrating how targeted segmentation and compelling visual narratives enhance strategic decision-making.
- Enhanced proficiency in interpreting data, building dashboards, and conducting analyses focused on customer needs and value.

Ray-Ban Meta Smart Glasses – Integrated Marketing Strategy

Dec 2024

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- Developed a strategic marketing plan leveraging the 4Ps framework, customer segmentation, and customer lifetime value (CLV) analysis to define market positioning.
- Designed and executed a multi-channel promotional strategy incorporating digital marketing, influencer collaborations, and experiential campaigns to maximize reach and engagement.
- Performed competitive analysis and value-based pricing research to inform and optimize market entry strategy.
- Built a comprehensive go-to-market strategy that aligned brand positioning, strategic partnerships, and targeted audience engagement to drive adoption.

Additional Experience & Achievements

- Former competitive esports athlete — developed strategic thinking, rapid decision-making, and performance under pressure.
- State-level Wushu competitor — demonstrated discipline, consistency, and high-performance training mindset.
- University soccer player & high school sports captain — built leadership, teamwork, and accountability in competitive environments.