SNEHA GOUD

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EDUCATION

New York University (New York, NY) **08/2012 – 05/2014**
Robert F. Wagner Graduate School of Public Service
Master of Public Administration: Public Finance, Policy

Michigan State University (East Lansing, MI) **09/2005 – 05/2009**
Eli Broad College of Business (Full academic scholarship)
Bachelor of Arts: Supply Chain Management, International Business

Udacity Nanodegree – Digital Marketing **09/2017 – 03/2018**
Mastered platform-specific skills for end-to-end digital marketing (social media marketing, SEO, SEM, Google Analytics)

EXPERIENCE

Copywriter and Content Strategist 08/2017 – Present
I leverage my background in finance, operations, and public policy to consult clients on content strategy and digital marketing.

- Daily Caller - copywriter for home and lifestyle products
- Village Voice - edited copy and formatted HTML for 4,000 archived articles from 2018-2012
- RockYou Media – write and edit trending news, lifestyle, quizzes with 50M users in social influence/reach
- Bookshelf Builder – copywriter, ad operations, & social media manager for children's book recommendations service
- CPG company – manage social media for home & lifestyle brand (for events ranging up to 20K attendees; includes Twitter, Facebook, Instagram, Snapchat, Pinterest, and video across all applicable channels)

New York University
Assistant to Director of Enrollment Management (New York, NY) **05/2016 – 08/2017**

- Handled finance and budget for Enrollment Management, projects up to $25,000 (expense mgmt., invoicing, etc)
- Organized and developed strategy for quarterly all staff (270 employees) & monthly senior team meetings (40 employees)

Warby Parker
Warby Parker is a venture-backed ($1.2BN valuation as of April 2015) American brand of prescription eyeglasses and sunglasses founded in 2010.
Seasonal Business Operations Analyst (New York, NY) **11/2015 – 03/2016**

- Designed & built forecasting model projected to drive 25% increase for holiday sales

ACA Financial Guaranty
ACA Financial Guaranty is a diversified public finance company. ACA provides municipal bond insurance, with a focus on marginal credits, financial management, and risk.
Analyst (New York, NY) **05/2014 – 05/2015**

- Analyzed data and consulted executives to develop forecasts for $800M credit portfolio
- Prepared projection and analysis for $200M bond funding expansion to NYC area private university

South Asian Youth Action (SAYA!)
South Asian Youth Action (SAYA!) is the nation's only secular youth development organization dedicated to South Asian youth..
Development Associate (New York, NY) **06/2009 – 03/2011**

- Spearheaded campaign that increased organization's discretionary funding from city council members by 40%
- Launched college & career workshops for 100+ high school-aged youth & professionals from finance, law, etc.

PriceWaterhouse Coopers
Management Consultant (Detroit, MI) **06/2009 – 03/2011**
Led strategy projects with Fortune 500 companies on logistics, transportation, and procurement

- National Retailer: built 5-year transportation plan with CFO and board for opening 500 new stores (28% increase)