

Rupal Chopra

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SUMMARY

Marketing professional with 5+ years of experience applying consumer data and campaign analytics to drive commercial outcomes, including a 30% uplift in sales and 17% increase in ad revenue. Currently pursuing an MSc in Marketing Analytics at EDHEC Business School, France (2026–27). Prior experience spans Samsung India's flagship smartphone category and a 4M+ monthly user edtech platform.

EDUCATION

MSc in Marketing Analytics EDHEC Business School <i>Relevant modules: Models in Marketing, Data Visualisation with Power BI, Fundamentals of Generative AI by Microsoft</i>	2026–2027 France
Post Graduate Program in Management, Marketing & Strategy GPA: 7.17/10 Management Development Institute (MDI), Gurgaon	2019–2021 Top 10 Business School in India
Bachelor of Arts (Honours), Economics 81.28% (Top 10% of cohort) Panjab University GRE: 333/340 Quantitative: 170/170 (99th percentile) Sept. 2025	2016–2019 Chandigarh, India

SKILLS

Analytics & Data: Python (segmentation, attribution modelling), SQL, GA4, Power BI, Excel (Advanced), Looker Studio

Marketing Analytics: Campaign Performance Analysis, KPI Dashboards, Customer Segmentation, A/B Testing, Funnel Analysis, Consumer Behaviour Analysis

Marketing: Digital Campaign Management, SEO/SEM, Go-to-Market Strategy, Omnichannel Marketing, P&L Management

Languages: English (Advanced) – IELTS 8.5 | French (A2, actively improving) | Hindi (Native)

WORK EXPERIENCE

SuccessCDs (Edtech Platform, 4M+ Monthly Users)

Online Marketing & Strategy Lead Oct 2024 – Present

- Optimised ad placements using CTR and engagement data analysis, increasing ad revenue by 17%, as compared to last quarter
- Analysed GA4 traffic data to launch an affiliate lead-generation channel via coaching centre partnerships, with a ~2% conversion rate
- Recommended EEAT-aligned content and organic Reddit/Quora presence to strengthen traffic acquisition and lead nurturing
- Built an AI content automation workflow (Claude, Zapier, OpenAI API) with a confidence-check safeguard, cutting content creation time by ~85%

Samsung India

Market-leading consumer electronics brand, one of India's largest premium smartphone markets

Marketing Manager, Flagship & Luxury Smartphones (Promoted Mar 2024)

Nov 2022 – Oct 2024

- Developed and executed data-driven digital brand strategy for Samsung's flagship smartphone category
- Led Fold5 & Flip5 launch campaign; achieved 40% increase in engagement and reach, with global-best positive sentiment scores, through audience segmentation and channel-specific content strategy
- Applied search volume analysis, sentiment monitoring, engagement analytics to guide campaign optimisation and content prioritisation
- Promoted to Marketing Manager (Mar 2024) for measurable impact on social media strategy driven by data and analytics

Assistant Product Marketing Manager, Online Exclusive Smartphones

Jul 2021 – Oct 2022

- Designed digital-first go-to-market strategies for Galaxy M & F series; collaborated with e-commerce partners on pricing and campaign execution
- Managed P&L for online exclusive channel; executed insight-driven price interventions leading to 30% uplift in sales
- Conducted market share and competitive analysis to define product positioning across the online segment

PROJECTS

Marketing Campaign Performance Analysis, Python | 2025 | [GitHub](#)

- Analysed 300,000 social media ad campaigns in Python (pandas, matplotlib) to identify Pinterest's disproportionate share of severely underperforming campaigns (38% of low-CTR campaigns vs. 25% of total); validated data quality first, excluding 3 metrics found to be synthetic, published on GitHub

GA4 E-commerce Funnel & Channel Analysis, Python | 2025 | [GitHub](#)

- Analysed GA4 export data from a live e-commerce property in Python to identify funnel drop-off (biggest leak at product-page stage, not checkout) and channel/device efficiency (desktop users ~45x more valuable than mobile per user), published on GitHub

Philips ThinkUp Challenge: National Finalists | 2020

- Power BI-based analysis of market share, pricing, and channel performance in the grooming sector; presented actionable insights to senior Philips leadership

Vernacular Digital Strategy & Profitability Modelling, Samsung India Internship | 2020

- Proposed a vernacular digital strategy for Samsung India, optimising the consumer journey from first touchpoint to purchase for Tier-3/4 consumers; built a pilot profitability model weighing clicks, purchase intent, and execution cost. Proposal accepted and implemented.

CERTIFICATIONS

Google Analytics 4, Google Skillshop | Google Ads Search, Google Skillshop | Digital Marketing, HubSpot | SQL Analytics, DataCamp | Power BI, DataCamp (2025)