

PUJA VENGADASALAM

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EDUCATION:

Rutgers Business School - Rutgers University, New Jersey

Graduation: May 2026

First Year MBA student with specialization in Digital Marketing

Rutgers Business School – Rutgers University, New Brunswick

Graduation: May 2024

Bachelor of Science with a Marketing Major & Minor in Digital Communication, Information & Media with a 3.55 GPA

Graduated with Honors, Dean's List – Spring 2021, Fall 2021, Spring 2023, Fall 2023, Spring 2024

IDEA Fellow & Student Board Member, Earned Accomplished Innovator award @ Innovation, Design, Entrepreneurship Academy

Winner of Equitable Excellence National Scholarship for Undergraduate Studies (2020)

West Windsor High School South – Princeton Junction, New Jersey

Graduation: June 2020

Graduate with a 3.9 GPA (Weighted)

National Honor Society Scholar – Zenith Chapter

Other Coursework: Brand Management (University of London MOOC), Entrepreneurship (MITx), World Literature (HarvardX)

PROFESSIONAL EXPERIENCE

INFINITEE USA, South Plainfield, New Jersey

October 2018 – Present

Creative Designer & Senior Marketing Associate (Internship completion date: Sep 30, 2020)

- Create & design logo, cards, forms, presentations, customer polls, banners, & website @ www.infiniteeusa.com
- Develop marketing brochures & and exhibition collaterals for global operations for distributorship & and consultancy verticals
- Drive website campaigns that increased traffic by 10% and led to 14% of returning visitors

NATIONAL SCIENCE FOUNDATION'S iCORPS FELLOWSHIP

Co-entrepreneurial Lead, Princeton, New Jersey

June 2022 – July 2022

- Find and interview industry experts on natural sunscreen formulation to determine how the market responds to natural sunscreen
- Work with Princeton University's Green Gel team during internship to collate & analyze data to determine product positioning

MERAKHI, New Brunswick, New Jersey

June 2021 – July 2021

Social Media & Marketing Intern

- Co-designed a social media campaign with an engagement rate of 11.49% on Instagram (@merakhi.co)
- Executed content batching with a 5-member team that increased followers substantially

PRINCETON PARTNERS, Princeton, New Jersey

January 2020 – June 2020

Marketing & Research Intern

- Learned and used digital marketing strategies and Google Analytics to build & and monitor traffic
 - Conducted research and founded OneEarth website focusing on eco-awareness, ecopreneurship, and green companies
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PUBLIC SERVICE:

Community Leadership & Volunteering

June 2016 – February 2020

- Envisioned & lead a 98 hours workshop for 20 students "10 on 10" to promote racial equity in 2016
 - Envisaged & spearheaded a 252 hours environmental stewardship project involving 40 stakeholders "EcoCamp," at South Plainfield. Showcase & website <https://pujavstar.wixsite.com/ecocamp> launched by Mayor
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STATE, NATIONAL, & INTERNATIONAL AWARDS

- Jefferson Medal for Volunteerism & Public Service -NJ State (2019)
 - Student of the Year Award - National Pollution Prevention Roundtable (2018)
 - Presidential National Silver (2016) & National Gold Award for Community Service (2019)
 - New Jersey Governor's Award for Environmental Excellence (2018)
 - Girl Scout Bronze (2014), Silver (2016), & Gold (2018)
 - International Karate Black Belt Award, Shito Ryu (2017)
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CERTIFICATIONS, SKILLS & INTERESTS

Social Media Certifications: Social CRM: LinkedIn, Social Media Simternship: Stukent, Social Marketing: Hootsuite

Branding certifications: Data Storytelling Basics, Logo Trends, Style Guide, Thought Leadership, Advanced Branding

Digital certifications: Google: Analytics & Ads Measurement, Hub Spot: Digital Marketing Certified

Project Management Certifications: SIPOC, Yellow Belt-Six Sigma Online, A3 Problem Solving, Agile Foundations-LinkedIn

Design Skills: Website Creation, Affinity Designer, Adobe Photoshop, & Adobe Illustrator **Technical Skills:** Java, Excel, Robotics

Research Skills: Published in scholarly journals, see [Research Gate](#), [Google Scholar](#) **Language Skills:** Spanish, Hindi, Bengali

Writing Skills Written Over 50 newspapers & book articles – see Web [Portfolio](#)

Interests: Photography (photos used in books & websites), Music (violin & guitar), Art (digital & portraits), Global Travel