

KRITI SINGHAL

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PROFESSIONAL SUMMARY

Marketing analytics professional with 4+ years spanning media measurement, forecasting, and data visualization, with deep expertise in Bayesian MMM (PyMC), Markov chain attribution, and geo-holdout experiments (DiD). Built models that surfaced \$34.2K in misallocated spend, exposed 45% ROAS overstatement, and automated 4.5 hours of weekly reporting into 45 seconds using Python, SQL, and Tableau dashboards with agentic AI. Owns the full lifecycle from experimental design to data storytelling for senior stakeholders.

PROFESSIONAL EXPERIENCE

Marketing Analyst, Baz Bros Pvt Ltd (Wholesale Vintage Apparel) | Denver, CO

July 2025 – July 2026

- Rebuilt channel attribution end-to-end, migrating last-click to Markov chain modeling across Google, Meta and Amazon, surfacing \$34.2K in misallocated budget; findings shaped Q2 media measurement, data strategy, and strategic planning.
- Built Bayesian MMM and geo-holdout incrementality testing frameworks to measure true channel contribution beyond platform-reported ROAS; validated data models and data architecture against DiD experiments, delivering budget allocation recommendations and business performance insights via data storytelling.
- Designed and ran A/B tests across Meta, Google, and Amazon creative variants using post-click CVR as the primary signal, driving a 15% CVR lift and informing campaign performance reporting, customer engagement strategy, and digital campaign optimization.
- Built an AI-powered Marketing Insights Copilot (Claude API, Python, Streamlit) using agentic AI workflows that compressed a 4.5-hour weekly reporting workflow to under 45 seconds, accelerating KPI and business performance reporting.

Marketing Analyst, Reezyv (Consumer Wellness Brand) | Lantana, FL (Remote)

July 2024 – Jan 2025

- Applied cohort and funnel analysis to diagnose an 80% subscriber-to-purchase drop-off as a lifecycle nurture gap; redesigned Klaviyo flows using customer journey analytics and customer engagement data, increasing repeat purchase rate by 25%.
- Identified a \$342 vs \$38 LTV gap between segments using RFM segmentation and data analytics; shifted budget to high-value lookalike audiences, achieving 4.8x ROAS on paid Instagram through data-driven decision-making.
- Conducted repurchase window analysis that surfaced email timing misalignment; realigned message frequency to data-driven business objectives, driving an estimated 30% lift in online sales and improved marketing operations efficiency.

Digital Marketing Consultant, AI Priori (AI SaaS for Nonprofit Sector) | Washington, DC

June 2023 – Sept 2023

- Designed a geo-holdout incrementality test across 16 matched DMAs (DiD model); found platform-reported ROAS overstated true contribution by 45%, with Google Display iROAS of 1.2x below breakeven, justifying a budget reallocation and reshaping client growth strategy and GTM approach.
- Built a Bayesian MMM in PyMC with adstock decay and Hill saturation functions for end-to-end budget allocation modeling; identified undersaturated channels and recommended a reallocation projected to deliver 18.4% revenue uplift with spend held constant.
- Synthesized 40+ stakeholder interviews with GA4 behavioral data, market research, and website performance signals into a media analytics dashboard; delivered executive presentations translating data science and advanced analytics into strategic planning decisions.

CRM & Lifecycle Analyst, HaticexInterior (Interior Design Firm) | (Remote)

May 2022 – June 2023

- Designed HubSpot lifecycle automation using engagement scoring and CMS-integrated behavioral triggers; launched reengagement sequences that increased repeat inquiries by 20% and generated \$38K in qualified pipeline, supporting customer retention and engagement goals.
- Segmented CRM data using SQL and Python to build high-value client profiles and audience tiers; improved lead quality by 20% through data-driven targeting, boosting demand generation efficiency and value proposition clarity.
- Monitored campaign KPIs including open rates, CTR, and web session data; delivered performance reporting and business reviews to cross-functional stakeholders guiding merchandising, event marketing, and budget decisions.

Performance Marketing Analyst, MyEthos (Handbag E-Commerce) | (Remote)

Jan 2020 – Apr 2022

- Managed Meta and Google Ads across \$800K in spend; built SQL-connected BI dashboards tracking CAC, ROAS, LTV; achieved a blended 6.75x ROAS via continuous budget reallocation across paid search and social.
- Implemented RFM segmentation and regression-based predictive modeling to build audience tiers; found retention cohorts delivered 3x higher LTV than prospecting, reallocating 30% of budget to lifecycle marketing campaigns and 25% ROI increase.
- Built incrementality-informed media mix reporting connecting spend to revenue; delivered monthly presentations translating attribution findings into channel investment decisions aligned with growth strategy and compliance.

TECHNICAL SKILLS

Analytics & Data Science: marketing mix modeling, Excel, geo holdout (DiD), A/B testing, statistics, mathematics, data science, advanced analytics, machine learning, ai, data analytics, data models, data architecture, data strategy, causal inference, experimental design, iROAS, regression, forecasting (Prophet), media analytics

Programming: Python (PyMC, pandas, scikit-learn, Streamlit), SQL, R

Paid Media & Digital Marketing: Meta Ads, Google Ads, Amazon Advertising, SEM, paid search, paid social, SEO, GA4, Adobe Analytics, Google Tag Manager (GTM), SEMrush, Shopify Analytics, campaign performance, digital campaigns, digital marketing, Google Analytics, KPI/KPIs reporting

Visualization & BI: Tableau, Looker Studio, Power BI, BigQuery, Snowflake, Domo, data visualization, Business Intelligence, BI tools, website performance

Marketing Technology & Automation: Claude API, GenAI, agentic AI workflows, n8n, REST APIs, Streamlit, AdTech, CMS, marketing technology, marketing operations, advertising campaigns

Lifecycle & CRM: Klaviyo, HubSpot, Salesforce, CRM, RFM segmentation, LTV (lifetime value), churn prediction, cohort analysis, customer retention, customer engagement, customer journey analytics, CRO, value proposition, lifecycle marketing, merchandising

Strategy & Planning: growth strategy, strategic planning, demand generation, business strategy, business objectives, business performance, end-to-end planning, GTM (go-to-market) strategy, market research

Business & Communication Skills: cross-functional stakeholder management, project management, executive presentations, data storytelling, prioritization, decision-making, communication skills, performance reporting, business reviews, compliance, problem solving

ACADEMIC QUALIFICATIONS

M.Sc. in Business Analytics | University of Massachusetts Amherst | 3.7/4.0

Jan 2024 – May 2025

M.P.S. in Integrated Marketing Communications | Georgetown University | 3.9/4.0

Aug 2022 – Dec 2023

B.B.A. in Business Administration | Lancaster University | 3.5/4.0

Aug 2016 – Aug 2019