

# ANCHALEE PAGSANJAN

Leader. Go-Getter. Genuine. Part-Time DJ. Aspiring Growth Hacker. Explorer. Fried Dumpling Enthusiast.

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## EXPERIENCE

### Community Leaders Program Marketing Lead Intern, *GOOGLE*

Sept 2016 - Present

- Initiate campaigns and events to spread awareness about the digital divide on campus and in the New Brunswick community.
- Leading marketing team by establishing goals, objectives, meeting times, and expectations.
- Track metrics of executed campaigns and coordinate with Global Director of Marketing.

### Data Strategy Intern, *VIACOM*

Sept 2016 - Present

- Develop and employ a project schedule for a predictive analytics product.
- Design an optimization model by aggregating data and creating taxonomies for branded content.
- Manipulate and analyze data to get advanced insights into integrated marketing campaigns.

### Sales Intern, *IDG TECHNETWORK*

July 2016 – Sept 2016

- Constructed a prospecting list by comparing competitors' pipelines.
- Aggregated international campaigns data to analyze ROI.
- Compiled data in Excel and PowerPoint for presentations and proposals.

### Co-Founder, *HerLeague*

Jan 2016 - Present

A community encouraging young women to be executive leaders and entrepreneurs by providing career advice and professional development resources. [JoinHerLeague.com](http://JoinHerLeague.com)

- Implementing a business and marketing plan which includes budgeting, R&D, promotion and contingency plan.
- Researching and analyzing the industry and competitive landscape.

### Project Manager, *TALENT CORPORATION*

Feb 2016 – June 2016

Founded a Stevie Award-winning program that encourages and empowers girls to be leaders and entrepreneurs through workshops and mentorship from women leaders at Google, Cisco, Veritas, and eBay. ([bit.ly/svGLAM16](http://bit.ly/svGLAM16))

- Implemented a project schedule to ensure deadlines and cost targets are met.
- Constructed the program agenda, procured event materials, and managed event logistics.
- Developed a social media marketing and PR strategy to grow audience.
- Secured partnerships and speakers like Scratch and Elissa Shevinsky, Founder of Glimpse Labs and JeKuDo.

### Digital Marketing, *TALENT CORPORATION*

Sept 2015 – Sept 2016

- Conducted market research and presented vertical solutions for Jive Software. ([bit.ly/JiveEd](http://bit.ly/JiveEd))
- Increased Twitter traffic from 80 to 2,000 impressions a day and 10% more engagement.
- Led and managed lead generation events and webinars campaigns.
- Planned a social media calendar and content strategy then analyzed its success.

## PROJECTS AND BRAINCHILDREN

**Rutgers Entrepreneurial Academy of Leadership** 18 out of 800 chosen to participate in an entrepreneurial program.

**SmartCampus** Invented a virtual campus. Created a Business Model Canvas and Rocket Pitch Video. ([bit.ly/1TOHB4o](http://bit.ly/1TOHB4o))

**Why Small Businesses Need Blogging Infographic** on how small businesses can grow by blogging. ([bit.ly/1NqFJQ2](http://bit.ly/1NqFJQ2))

**Stack Brewery** Developed a marketing plan for Stack Brewery Case Study. ([bit.ly/1KcFGQN](http://bit.ly/1KcFGQN))

**KeyWe Meet** Created an intensive marketing plan with a 14 minute pitch for a client. ([bit.ly/1JJlXa](http://bit.ly/1JJlXa))

## EDUCATION

Rutgers University, New Brunswick – Class of 2018

Major – Information Technology and Informatics Specialization in Data Science, Curation, and Management

Minor – Entrepreneurship

## SKILLS

**Certifications** – Google Analytics, Google AdWords

Organized, Microsoft Office Suite, Google Apps, Zoho CRM, Salesforce, The Trade Desk, DoubleClick For Publishers, MailChimp, HootSuite, Piktochart, Event Planning, Product Planning, Financial Models, SWOT Analysis, Competitive Analysis, SEO, HTML, Data Management, SPSS

## AWARDS & RECOGNITIONS

**Dialogue Review** "Seven-year-old girls are going to summer camp to learn tech from Google" ([bit.ly/1LrDpqX](http://bit.ly/1LrDpqX))

**AppNexus** Invited to Diversity Externship, an invite-only event.

**About.Me** "Campus Faves." Featured on an "Influencers" article ([bit.ly/1SedBQE](http://bit.ly/1SedBQE)). Chosen for "What It's Really Like" series ([bit.ly/1Uvuqa8](http://bit.ly/1Uvuqa8)).