

SHRIYA ARORA

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SUMMARY

Marketing & Analytics professional at American Express with 2+ years driving acquisition, retention, and campaign analytics across India. Currently leading quality assurance and compliance execution for Project Fusion — the largest digital transformation initiative in the Indian market — ensuring correct implementation of MYCA/Web digital assets through structured test case execution, functional validation, and cross-functional stakeholder alignment.

Purple Cap – Chief of Closures, Q2 2025 | Super Squad, Q1 2025 | Transcending Boundaries, Jan 2025

PROFESSIONAL EXPERIENCE

American Express

Jul 2024 – Present

Nov 2025 – Present

Project Management Analyst – Fusion

- Executed 600+ test cases monthly spanning Digital, Offers, and Product Transfer for Project Fusion; ensuring compliance and correct implementation of MYCA/Web digital assets.
- Ensured timely delivery of code drops; conducted sanity checks of pass logs and UAT implementation with cross-functional stakeholder connects.

Portfolio Management Analyst

Mar – Nov 2025

- Assessed 600+ marketing portfolios monthly; produced retention & acquisition insights to optimise campaign effectiveness using segmentation and churn analytics.
- Partnered with digital and data teams to monitor campaign ROI across multi-channel marketing budgets.

Internal Upgrade Analyst

Jul 2024 – Mar 2025

- Led behavioural attrition analysis for Platinum Card portfolio; delivered **176% of monthly growth target (Jan 2025)** and drove **Rs.1.5 Cr (~\$180K) IBBA revenue growth** through data-backed upgrade optimisation.
- Developed content strategy for upgrade messaging, improving engagement and conversion across target cohorts.

One Source Realtech

May 2022 – Jan 2024

Part-time Analyst | Boutique real estate firm (London, Dubai, Delhi)

- Built project-level financial models and market benchmarks to support acquisition and marketing strategy across residential and commercial deals in multiple geographies.
- Managed external partner relationships; produced executive-ready strategy presentations and leveraged social media for targeted customer acquisition.

EDUCATION

Delhi University – Dyal Singh College | B.Com (Hons) with Minor in Economics

Apr 2021 – Jun 2024

Coursework: Financial Modelling, Portfolio Management, Quantitative Analysis, Alternate Investments

SDA Bocconi – Onsite Summer School, Italy | International Business

May 2023 – Jul 2023

100% Merit Scholarship — selected from 5,000+ applicants

LEADERSHIP & COMMUNITY INVOLVEMENT

Secret of Happiness Foundation — Co-Founder

- Co-founded and led a community initiative over 3+ years, empowering women from marginalised backgrounds and supporting education for 15–20 children through 50+ on-ground programmes; raised Rs.5,00,000 (~\$6,000) in funding.

Give2Gether – Tamana School of Hope (AmEx ESG Initiative)

- Volunteered with autistic children, supporting academic learning, creative activities, and sports engagement.

PROJECTS

Credit Card Customer Attrition Analysis (Excel & SQL)

- Analysed 10,000+ customer records to identify behavioural drivers of attrition; built SQL queries and Excel models to segment customers and develop targeted retention recommendations. github.com/shriya-analytics/customer-attrition-analysis

Operations & Supply Chain Strategy Study – Italy

- Analysed production economics and automation integration at 4 Madonna Caseificio dell'Emilia and Maserati; assessed cost drivers, efficiency levers, and scalability across manufacturing environments.

SKILLS

Project Management	JIRA, UAT execution, Workstream optimisation, Compliance tracking, End-to-end task management
Analytics & Reporting	Excel (Advanced), SQL, MIS Tracking, Segmentation, Churn Analytics, Campaign ROI, A/B Testing
Marketing	Digital Marketing, Campaign Delivery, Customer Acquisition, Retention Strategy, Content Strategy
Tools	Salesforce, Google Analytics, PowerPoint, WordPress, Python (foundational)
Soft Skills	Stakeholder Management, Cross-team Collaboration, Problem Solving, Client Communication, Negotiations
Finance	Financial Modelling, Portfolio Management, Risk Assessment