

Khwaish Gohil

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Northwestern University alumna with experience across CRM, lifecycle, and customer analytics. Writes SQL, builds target audiences, analyzes funnels, and turns campaign data into decisions that drive conversion, retention, and pipeline growth

SKILLS

Analytics and BI: SQL (BigQuery, CTES, window functions), Tableau (LOD expressions), GA4, SPSS, Looker Studio, KPI dashboards, performance reporting

Analysis Methods: A/B Testing, experimental design, significance testing, ANOVA, regression, cluster and factor analysis, funnel and conversion analysis, cohort and retention analysis, customer segmentation, LTC, CAC modeling.

CRM & Lifecycle: HubSpot, Salesforce, MailChimp, email automation, customer journey mapping, campaign reporting, SimplyAnalytics, MRI-Simmons, campaign attribution, HTML, CSS, AI-assisted automation, Demand Generation.

Platforms & Tools: Microsoft Excel, PowerPoint and Word, Adobe Creative Cloud (PhotoShop, Illustrator, InDesign), Google Ads, Meta Ads Manager, Apple Ads, SEO.

WORK EXPERIENCE

FunctionalMind

Miami, Florida

Growth Marketing Lead, Contract (remote)

Jul 2026 – Present

- Queried subscription, CRM, and product-usage data in BigQuery, using CTEs and window functions to resolve latest user status and churn recency across 1,043 practitioners for reactivation targeting
- Established 26-touchpoint, triggered-based CRM journeys in GoHighLevel to re-engage churned practitioners based on lifecycle and engagement signals
- Analyzed product-usage patterns to identify upgrade opportunities and inform test-and-learn campaigns, converting 11% of trial users into higher-tier annual plans.

Northwestern University

Evanston, Illinois

CRM Marketing Analyst

Mar 2026 – Jun 2026

- Built CTEs to dedupe Salesforce data and score accounts by engagement, industry fit, and student demand, helping recruit 28 partners and build a \$784K pipeline
- Built dynamic segments using account priority, engagement thresholds, and exclusion rules to personalize nurture campaigns

Brink AI Labs

San Francisco, California

Growth & Product Marketing Intern

Sep 2025 – Dec 2025

- Built ICPs and personas through customer research, competitive analysis, and audience segmentation, refining targeting and content that helped acquire 8 Shopify brands
- A/B tested landing-page copy, CTAs, blogs, and prospect-facing content with Product and Engineering, using performance insights to increase content-to-lead conversion by 12%

PeacePlayers International

Washington, District of Columbia

Digital Marketing Strategy Intern

Jun 2025 – Sep 2025

- Built SQL logic to standardize source and UTM fields across HubSpot and GA4, identifying attribution gaps that reduced unattributed leads from 45% to 15%.
- Compared acquisition and retention performance across 5 channels to shape a media plan targeting 25% higher donor retention and a projected \$2M pipeline.

MOI - Handcrafted Luxury

Ahmedabad, Gujarat

Digital Marketing and Campaign Analyst

Jul 2023 – Jul 2024

- Owned digital and lifecycle campaigns for luxury jewelry, using Shopify data and AI-enabled marketing automation to personalize email, SMS, and WhatsApp outreach and drive repeat purchases
- Optimized product recommendations and promotional offers using SQL and Power BI signals, lifting average order value by 15%
- Supported 15 localized pop-ups through geo targeting, batch campaigns, and post-event follow-ups, contributing to \$95K+ in total sales

EDUCATION

Northwestern University, Medill

Illinois, United States

Master of Science in Integrated Marketing Communications

Dec 2025

- **Focus:** Data Science, Consumer Analytics, Marketing Research, Brand Communications, Digital Marketing Activation.
- Selected as 1 of 16 students from a 100+ student graduate cohort for Medill's competitive Product Innovation Immersive Program in San Francisco.

Manipal University

Jaipur, India

Bachelor of Science in Psychology, Graduated with Honors

May 2023

- **Focus:** Consumer Psychology, Behavioral Science, Research Methods, Statistical Analysis, Marketing Psychology.