

Rebekah Rajadurai

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Data-driven Marketing & E-Commerce Professional with a strong foundation in consumer analytics, retail strategy, and digital performance tracking. Leverages experience from Visa, Beats by Dre, and Sephora to analyze consumer behavior, track campaign metrics, and optimize digital growth strategies.

EDUCATION & CERTIFICATIONS

Loyola Marymount University <i>Bachelor of Science in Information Systems & Business Analytics Minor in Computer Science</i>	May 2024
Google Analytics Certification	May 2026
Inside LVMH Certification <i>Creation & Branding; Retail & Client Experience</i>	July 2026

WORK EXPERIENCE

COOP Careers <i>Digital Marketing Fellow (part-time, remote)</i>	August 2026 - Present
- Selected for a competitive, 200+ hour digital marketing fellowship focused on performance marketing, paid media, digital advertising, and e-commerce channel analytics. - Training includes paid search, paid social, campaign optimization, marketing analytics, and data reporting using Excel and Google Sheets.	
Beats By Dre <i>Consumer Behavior & Market Analysis Extern (part-time, remote)</i>	January 2026 - July 2026
- Analyzed 3,600+ consumer survey responses, online reviews, and qualitative feedback to identify purchase drivers, pain points, and market opportunities within the premium audio market. - Synthesized qualitative and quantitative findings into dashboards, customer journey maps, and executive-ready insights using Excel and AI tools to support product positioning and marketing strategy. - Presented data-driven recommendations on target segments, pricing, product features, and go-to-market strategy to support leadership decision-making.	
Sephora <i>Beauty Advisor (part-time)</i>	September 2025 - January 2026
- Achieved 90% loyalty enrollment by educating customers on promotions and rewards, driving customer acquisition and retention. - Drove 60% multi-category sales across 50+ SKUs, increasing average basket size through structured consultative selling. - Analyzed customer purchase behavior and consumer feedback to identify demand trends and evaluate SKU performance. - Supported promotional resets and high-profile product launches, managing SKU placement and display analytics.	
Visa <i>Associate Technical Product Analyst (full-time, conversion from internship)</i>	August 2024 - January 2025
- Collaborated with Technology, Finance, and Product teams to enhance revenue forecasting systems (Oracle Hyperion, IBM TM1, Excel), improving efficiency and reducing manual data reporting. - Wrote user stories on Jira for Global Hyperion Consolidation Planning, to automate data extraction, consolidation, and revenue allocation. - Conducted competitive analysis of six vendors (Oracle, IBM, Anaplan, Board, Wolters Kluwer, and OneStream) and evaluated customized demos, delivering insights that guided financial planning tool selection.	
Visa <i>Associate Technical Product Analyst Intern</i>	May 2023 - August 2023
- Translated business requirements into Jira user stories, accelerating enhancements to financial planning and reporting systems. - Designed Figma prototypes and conducted user testing to improve usability, validate features, and drive adoption. - Collaborated with stakeholders to optimize reporting workflows and ensure data accuracy.	

PROJECTS & LEADERSHIP

L'Oréal Brandstorm <i>Team Member</i>	December 2025 - March 2026
- Co-developed an innovative fragrance-infused jewelry concept using AI-assisted research and consumer insight mapping to identify untapped luxury beauty whitespace. - Leveraged AI tools to support product positioning, concept development, and go-to-market strategy, focusing on target audience and merchandising potential.	
LMU Senior Capstone Project <i>Project Lead</i>	January 2024 - May 2024
- Led a 9-person cross-functional team across engineering, design, and data to build a centralized alumni outreach tool, improving engagement for 200+ ISBA students. - Utilized SQL, Python, and APIs to extract, filter, clean, and join large datasets to power platform reporting. - Developed interactive Figma prototypes and presented data-driven strategic walkthroughs to faculty leadership.	
LMU ISBA Society <i>Head of Finance</i>	January 2022 - December 2023
- Managed budgeting, financial tracking, monthly reporting, and reimbursements. - Supported planning and execution of student initiatives, including a Datathon, contributing to increased student engagement within the ISBA program.	

SKILLS & TOOLS

- Marketing & Analytics Skills:** Consumer Insights, Market Research, Marketing Analytics, Performance Marketing, Competitive Analysis, Data Reporting
- Tools & Software:** Excel (Pivot Tables, VLOOKUP, Data Modeling), Google Analytics, Google Sheets, Tableau, SQL, Python, Jira, Figma, Qualtrics
- AI Tools:** Claude, Gemini, ChatGPT, Perplexity, Replit, AI Prompt Engineering, AI-assisted research