SRESHA RAJESH

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PROFESSIONAL SUMMARY

Data-driven marketing strategist with a B.S. in Business Management and Marketing (Penn State, 2025). Currently builds the marketing strategy for a Caring Transitions location serving multiple areas of New Jersey, defining target audiences, brand positioning, and referral and digital outreach. Previously brought in 28 new families and hit monthly enrollment budget 9 months in a row by pairing omnichannel campaigns with weekly analysis of enrollment, utilization and conversion data. Led go-to-market strategy, pricing research and audience segmentation for a capstone product launch. Excel-certified, with a record of turning performance data into clear marketing decisions.

PROFESSIONAL EXPERIENCE

Marketing Strategist *Oct 2026 – Present*

Caring Transitions of Englishtown & Marlboro | NJ

- Develop and execute the marketing strategy for a Caring Transitions location covering multiple areas of New Jersey, serving seniors and families navigating downsizing, relocation and estate transitions
- Define target audiences and positioning, and plan outreach, referral and digital initiatives to generate leads across the full service area
- Track campaign and lead performance against goals to refine messaging, channel mix and budget priorities
- Create marketing content and community-facing communications that build trust with families and local referral partners

Education Coordinator & Marketing Specialist *Apr 2025 – Oct 2026*

C2 Education | Marlboro, NJ

- Hit the monthly enrollment budget 9 consecutive months by executing omnichannel campaigns (email, referral, community outreach) and using weekly performance data to course-correct in real time
- Analyzed enrollment trends, utilization data and conversion metrics on a recurring basis to identify variances and inform business decisions
- Coordinated cross-functional marketing activities between center leadership, district management and instructional staff, bringing in 28 new families; managed event logistics and parent-facing communications

Sales Associate *Summer 2022 & Summer 2023*

Bath & Body Works, Freehold, NJ & Express, East Brunswick, NJ

- Supported in-store promotional campaigns and merchandising that contributed to exceeding seasonal sales goals

PROJECT EXPERIENCE

Assistive Car Handle Redesign — Marketing & Business Strategy Lead *Jan 2024 – May 2024*

Penn State PADEP Capstone

- Conducted market research to inform pricing strategy, feature prioritization and target segment definition
- Led business strategy and go-to-market positioning for a cost-effective product concept with engineering and healthcare-focused teammates
- Produced a product and market brief and presented findings to faculty and industry stakeholders

EDUCATION

Bachelor of Science — Business Management & Marketing *December 2025*

Pennsylvania State University

Relevant Coursework: Marketing Strategy, Consumer Behavior, Business Analytics & Information Systems, Sales & Negotiation Strategy, Organizational Communication

SKILLS & COMPETENCIES

Analytics & Reporting: Excel (Certified), Google Sheets, performance-vs-budget tracking, data reporting, trend and conversion analysis

Marketing Execution: Campaign coordination, content marketing, email marketing, audience segmentation, event communications

Tools & Technology: Microsoft Office Suite (Word, Excel, PowerPoint), Google Workspace (Docs, Sheets, Drive, Forms), AI-enabled productivity tools

Languages: English (fluent), Hindi, Malayalam, Tamil

LEADERSHIP & ACTIVITIES

- **Treasurer, Penn State International Club** — Managed the club budget and event spending and coordinated events
- **Senator, Student Government Association** — Represented student interests and collaborated with campus leadership
- **Youth Mentor, Kerala Association of New Jersey** — Mentored youth in community programs