



Hasita Goel

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EXPERIENCE

VaynerMedia

Resident - Media Planning & Buying, Procter & Gamble

New York, NY

May 2023 - Present

- Manage and optimize digital campaigns across Google Campaign Manager, TikTok Ads Manager, and Meta Ads Manager
- Use data-driven insights and real-time optimization to deliver campaigns that met and exceeded client goals
- Prepare client-facing reports on campaign performance, including pacing reports, ad-hoc analysis, and high-touch optimizations
- Work collaboratively with cross-functional teams to deliver integrated campaigns that aligned with client goals and brand guidelines

Spot & Tango

Influencer Marketing Intern

New York, NY

August 2022 – February 2022

- Executed paid influencer partnerships: recruiting, negotiating, contracting, reviewing content, and reporting results
- Negotiated compensation based on metrics like engagement rates, IG story analytics, CAC, and CPA
- Helped create contracts, approve influencer content, and monitor performance via Looker and Google Analytics

ZitSticka

PR & Influencer Marketing Intern

New York, NY

April 2022 - August 2022

- Communicated directly to influencers and managed influencer relations through emails and DMs
- Participated in brainstorming and preparation of mailers/PR packages for seeding.
- Tracked the effectiveness of influencer marketing efforts through CRM tools like GRIN
- Created and analyzed competitive reports monthly and annually, to determine the effectiveness of all influencer marketing efforts.

The Fashion Institute of Technology; State University of New York (SUNY)

Vice President, Student Government

New York, NY

September 2021- May 2022

- Head of Student Senate (A body comprised of 30 student leaders representing different communities on campus)
- Advised and Facilitated policy changes throughout campus
- Created and carried out financial relief programs and food drives for students that need them

Secretary of Academic Affairs, Student Government

September 2020- May 2021

- Head of Academic Affairs Committee
- Elected Representative for the student body at the Office of Academic Affairs
- Directed student body concerns to the faculty so as to find solutions and improve the academic experience of students

The Pop Topic

Writing Intern

New York, NY

December 2020- May 2021

- Wrote 2-3 news articles weekly for a website called The Pop Topic, now a defunct digital news publication
- Drafted each article for the best possible SEO to encourage maximum site traffic
- Reported on important political, cultural, fashion, and music industry events

Dumbo Media Co

Writing Intern

New York, NY

October 2020- December 2021

- Pitched 5-7 articles every week for a website called Creators Network (<http://www.creatorsnetwork.co/author/hasita>)
- Wrote an average of 5 articles every week, including feature articles, how-to-guides, and product reviews
- Interviewed and wrote about social media influencers, and artists. photographers, cinematographers, and musicians.

EDUCATION

The Fashion Institute of Technology; State University of New York

Bachelor of Science in Advertising, and Marketing Communications GPA: 3.91/4.00

New York, NY

December 2022

Minors: English, Economics, and Ethics & Sustainability

Phi Theta Kappa, NSLS Honor Society, Dean's List Spring 2021, Fall 2021, Spring 2022

RELATED SKILLS

Software: Working knowledge of Microsoft Office, Looker, Google Campaign Manager, TikTok Ads Manager, Meta Ads Manager, Nielsen, Kantar, MRI, DCM, GRIN, G-Suite, Asana, Slack, Adobe Photoshop, Adobe Creative Suite, Canva, WordPress, iMovie, and Premiere Pro.

Language: Fluent in English, Hindi, and Punjabi

Prior Coursework: Experience in creating PR kits, Advertising copy, Ad Campaigns, Video Production, and Retail Mathematics from prior coursework.