

HEMLATA RAWAT

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EDUCATION

Texas A&M University, Mays Business School

College Station, Texas

Master of Business Administration + MS in Analytics (STEM)

May 2028

Relevant coursework: Business Analytics | Corporate Finance | Regression | Strategic Management & Leadership

University of Hyderabad

Hyderabad, India

Master's in Communication (Media Studies)

June 2023

GPA : 3.4/4.0

EXPERIENCE

Dell Technologies

Bengaluru, India

Senior Analyst, Go-to-market, Media Activation

August 2025 – July 2026

- Spearheaded A/B testing strategy for paid media campaigns by optimizing copy, creative, and format variants, translating performance insights into campaign improvements that increased click-through rate (CTR) by 15%
- Scaled product marketing content operations by integrating Jasper and Synthesia into creative and localization workflows, delivering 30+ go-to-market (GTM) assets/quarter and reducing time-to-market by 80%
- Built a centralized competitive intelligence repository by benchmarking 10+ competitors across pricing and GTM strategies, equipping distributors with actionable insights that drove 20% growth in partner onboarding
- Developed campaign playbooks, templating assets in collaboration with marketing leaders, creating a standardized process that improved alignment across stakeholders & supported consistent campaign execution

Analyst, Global Product Marketing

February 2024 – July 2025

- Generated \$173M+ in regional revenue by executing integrated field and digital marketing campaigns across paid, owned, and earned channels to accelerate demand generation, customer acquisition, and sales conversion
- Led beta launch of bulk asset push automation from Workfront to Adobe Experience Manager by piloting solution across 6 team cohorts and scaling adoption to 400+ global users, reducing manual processing by 30%
- Owned the Digital Asset Management product roadmap by conducting 50+ stakeholder discovery sessions, translating user insights into prioritized product requirements across automation, search, & asset discovery
- Authored product requirements documents (PRDs) by mapping end-to-end librarian workflows to identify automation opportunities, reducing manual effort and saving 70+ hours manual work annually for the IT team
- Orchestrated GTM & demand generation strategy for Dell Tech Forum across social, email, and PR channels, driving 3,000+ thought leader registrations and propelling the event to #1 trending on X and LinkedIn

IPG Media Brands

Gurugram, India

Brand Executive

January 2023 – January 2024

- Boosted engagement by 44% in 8 weeks by leveraging Excel to analyze user segments & optimize positioning
- Streamlined creative workflows by implementing a project tracking system, reducing execution time by 50%
- Audited website analytics using Power BI, identified SEO opportunities, increasing unique visitors by 75.8%

LEADERSHIP & INVOLVEMENT

University of Hyderabad

Hyderabad, India

UOH Herald

March 2022 – June 2023

- Led student development initiatives by coordinating 10+ webinars, curating 15+ newsletters, organizing department-wide events, and mentoring incoming interns, earning recognition as the Best Intern in 8 years

University of Delhi

New Delhi, India

Head of Public Relations

March 2018 – Oct 2020

- Collaborated with an 8-member team to develop a targeted student outreach initiative, increasing media festival participation by 40% & expanding the event to an international audience for the first time in 20 years

SKILL & INTERESTS

Technical Skills: Adobe Experience Manager, Adobe Workfront, GenAI, Python, SQL, R, Power BI, MS Office

Certifications: Dell GenAI, McKinsey Forward Thinker, Business Analytics, Digital Marketing, Salesforce, ANA

Award: Principal Honor Roll, 4 times recipient of Dell Inspire Award, Dell Impact Project Award, Dell Simulation

Activities: International Film & Media Festival, Dell Simulation, Global Brand Ambassador, Marketing Challenge