



SIA SAVLA

Hi, I am Sia—a storyteller at heart and a strategist in action. I thrive at the intersection of marketing, brand management, analytics, and business strategy, blending creativity and data to craft compelling narratives that drive impact. From building brands and shaping campaigns to analyzing market trends and solving business challenges, I bring a mix of big-picture thinking and meticulous execution. My experiences at Ogilvy & Mather, Buckaroo, Carnegie Learning, and more have sharpened my ability to adapt quickly, collaborate seamlessly, and turn insights into action. I love working with teams, thinking on my feet, and thriving under pressure. Whether it's refining a brand's voice, leading a project, or optimizing marketing performance, I'm always ready to dive in and make things happen.

EDUCATION

Duke University, The Fuqua School of Business
Master of Management Studies (May 2025)

Durham, NC

Graduated from a rigorous graduate program at Duke University's Fuqua School of Business, gaining expertise in business strategy, marketing analytics, and leadership development. The program emphasizes data-driven decision-making, consulting methodologies, and cross-functional collaboration, preparing for a dynamic career in marketing, branding, and strategy.

FLAME University
Bachelor of Business Administration (May 2024)

Pune, India

Graduated with a major in Advertising and Branding and a minor in Business Analytics, equipping with a strong foundation in consumer psychology, marketing strategy, and data-driven insights. These academic experiences provided a solid understanding of branding dynamics, helping develop skills in market positioning, consumer targeting, and strategic brand storytelling.

WORK EXPERIENCE

Carnegie Learning
Student Consultant – Fuqua Client Consulting Practicum (Dec 2024 – Mar 2025)

Durham, NC

Engaged in a strategic consulting project as part of Duke's prestigious Fuqua Client Consulting Practicum, working closely with Carnegie Learning to analyze business challenges and propose data-driven solutions. Collaborated with a diverse team of business professionals and applied analytical frameworks to address key operational and strategic issues. Through in-depth market research and business model analysis, developed actionable recommendations that optimized the client's approach to education technology and learning solutions.

Buckaroo
Sales Analyst Intern (May 2024 – Jun 2024)

Mumbai, India

Spearheaded initiatives to enhance Buckaroo's market positioning by developing innovative brand-centric strategies, which resulted in a 15% increase in sales efficiency. Analyzed extensive consumer data and market trends to identify key areas for sales growth and brand expansion. Implemented an advanced data retrieval system to optimize brand performance tracking, successfully reducing reporting time by

25%, leading to more agile and data-informed decision-making. Played a pivotal role in restructuring sales strategies to align with evolving consumer behavior and market demands.

Dream FX

Mumbai, India

Advertising Production Intern (Jun 2023 – Jul 2023)

Led the creative production of visually compelling advertising campaigns, resulting in a 20% increase in consumer engagement and successful product launches for three major brands. Worked closely with cross-functional teams, including designers, strategists, and account managers, to ensure brand consistency and messaging alignment. Gained hands-on experience in campaign execution, from conceptualization to production, ensuring each campaign resonated with the target audience and met brand objectives.

Ogilvy & Mather

Mumbai, India

Client Servicing Intern (May 2023 – Jun 2023)

Conducted in-depth consumer research to inform brand strategy, directly contributing to a 5% improvement in client satisfaction through refined campaign messaging. Engaged in strategic discussions with clients, analyzing their needs and aligning creative solutions to meet business objectives. Streamlined marketing efforts by integrating valuable consumer insights into brand storytelling, ultimately enhancing campaign effectiveness and audience reach.

Nasher Miles

Mumbai, India

Social Media Marketing Intern (Feb 2023 – Apr 2023)

Played a key role in executing data-driven social media campaigns, leading to a 25% increase in product visibility and consumer engagement. Spearheaded brand awareness initiatives, directing a campaign that resulted in a 15% growth in the company's follower base. Led a high-profile collaboration with Indian cricketer Rishabh Pant, successfully leveraging influencer marketing to enhance brand recognition and engagement. Focused on performance analytics to continuously refine and optimize social media strategies for sustained growth.

Oh! Design Studio

Mumbai, India

Branding and Design Intern (Oct 2022 – Dec 2022)

Specialized in designing cohesive branding strategies for clients, ensuring consistent and compelling brand storytelling across all digital and print platforms. Focused on refining brand narratives and visual identities to create a lasting impact on target audiences. Successfully improved client approval rates by 20% by developing high-quality promotional materials that aligned with strategic goals. Contributed to the development of brand guidelines, ensuring uniformity in design elements and messaging across multiple channels.

LEADERSHIP & INVOLVEMENT

**Management Consulted – Case Competition World Cup, Early Degree
Team MMS – 3rd Place (Jan 2025)**

Durham, NC

Competed against 253 global teams, securing a 3rd place finish in the prestigious Case Competition World Cup. Worked collaboratively to develop a comprehensive strategy for increasing revenue and market share for Amazon Web Services (AWS). Applied a combination of market research, financial modeling, and strategic forecasting to present an innovative business solution. The competition honed problem-solving, teamwork, and analytical skills, reinforcing expertise in competitive business strategy.

Duke University – The Fuqua School of Business
MBAA Student Life Cabinet (Oct 2024 – May 2025)

Durham, NC

Actively engaged in student leadership through the MBA Association's Student Life Cabinet, contributing to community-building initiatives and student engagement activities. Played a vital role in organizing events, fostering collaboration among students, and enhancing the overall experience of the Fuqua community.

Utopia by Sia
Founder (Since 2020)

Founded an Instagram-based art venture, curating and offering a diverse range of creative products. Successfully leveraged digital marketing strategies to build a niche brand, attracting a dedicated audience for handcrafted artwork and personalized creations.

FLAME University
Student Ambassador (Jan 2022 – May 2024)

Pune, India

Served as a Student Ambassador, representing the university in various outreach and engagement activities. Assisted prospective students by sharing insights into academic programs, student life, and career development opportunities.

Marketing & PR Head – FLAME Astronomy Club (Aug 2023 – May 2024)

Led the Marketing and Public Relations efforts for the FLAME Astronomy Club, developing promotional strategies that increased event attendance and engagement. Implemented targeted campaigns that successfully built a strong community around the club's activities.

Event Design & Curation – TEDx FLAME University (2022 - 23)

Played a significant role in event design and curation for TEDx FLAME University, organizing mini-events that boosted event attendance and engagement by 25%. Focused on creating immersive and thought-provoking experiences for attendees, fostering intellectual discussions and community involvement.

Published Author
Author/Poet/Co-author:

"1975 HD - An Anthology" (2023) – A collection of compelling narratives exploring futuristic themes.

"Always & Forever" (2021) – A deeply introspective literary work reflecting on personal and universal emotions.

"The Freedom Series" (2020) – A thought-provoking series of writings centered around themes of liberation and empowerment.

SKILLS AND COURSEWORK

Technological Skills

Highly proficient in Microsoft Office (Advanced), RStudio, Tableau, Python, WordPress, Canva, and Adobe Fresco. Experienced in leveraging data analysis and visualization tools to drive insights and optimize business strategies. Skilled in building and maintaining websites, implementing digital

marketing strategies, and utilizing statistical software for predictive analytics, statistical modeling, and data wrangling. Expertise in using Tableau to design interactive dashboards that communicate key business insights effectively.

Marketing/Business Skills

Strong foundation in digital marketing analytics, including SEO/SEM optimization, social media strategy, and e-commerce analytics. Advanced knowledge in consumer behavior analysis, brand development, and luxury brand management. Expertise in creating data-driven marketing strategies and optimizing customer acquisition and retention. Proficient in project management, strategic forecasting, and marketing research, with a focus on integrating cross-functional teams and driving business growth. Experience with marketing research methods, including qualitative and quantitative analysis, to uncover valuable consumer insights.

Soft Skills

Exceptional communication skills with a proven ability to collaborate across departments and lead cross-functional teams. Strong problem-solving and critical thinking capabilities, with the ability to make data-driven decisions under pressure. Demonstrated leadership and project management abilities, adept at driving projects to successful completion while meeting deadlines and exceeding expectations. Highly adaptable, with a keen ability to navigate complex challenges and innovate within dynamic environments.

Courses @ Fuqua School of Business

Introduction to Marketing Analysis, Fundamentals of Market Research, Principles of Strategy, Foundations of Management and Organizations, Introduction to Operations and Supply Chain Management, Business Communication I, Business Communication II, Quantitative Business Analysis, Spreadsheet Modeling and Decision Analysis, Fundamentals of Business Economics, Introduction to Financial Accounting, Foundations of Capital Markets, Principles of Cost and Managerial Accounting, Foundations of Corporate Finance, Fundamentals of Financial Analysis.

Courses@ FLAME University

Marketing and Advertising, Advertising and Consumer Culture, Sports Marketing, Advertising Strategy, Consumer & Audience Behavior, Marketing Research, Brand & Product Management, Advertising Creatives, Luxury Brand Management, Consumer Insight Mining, Events PR and Corporate Communication, Media Operations Management, Managing People and Performance, Business Applications of Analytics, E-commerce, Statistical Data Analysis and Visualization, Machine Learning – Introduction, Introduction to Big Data & Cloud Computing, Introduction to Advertising, Introduction to Environmental Studies, Introductory Programming for Beginners, Basic Mandarin I, Introduction to Drawing, Principles of Management, Introduction to Quantitative Methods, Critical Reasoning, Financial Literacy, Communication Theory, Basics of Creative Writing, Digital Literacy, Introduction to Literature, Explorations with Lines and Shades, Introduction to Entrepreneurship & Family Business, European Literature, Introduction to Operations Research, Public Speaking, Development Activity Program, Mental Models – Frameworks for Thinking, Colors and Composition, Managerial Economics, Financial Management for Communications, Business of Entertainment, Data Mining for Business Intelligence, Discover India Program, Semiotics and Communications, Technology and Society.