

# PARICHAY SWARUP

📍 NEW YORK CITY 📞 (217) 419 - 9201

## ◦ DETAILS ◦

New York City  
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## ◦ LINKS ◦

[www.parichayswarup.com](http://www.parichayswarup.com)  
[linkedin.com/in/parichayswarup](https://linkedin.com/in/parichayswarup)

## ◦ SKILLS ◦

Problem Solving  
Project Management  
Facebook Ads  
Google AdWords  
Brand Strategy  
Client Management  
Market Research

## 🎓 EDUCATION

### M.S. in Commerce, Marketing and Management, University of Virginia

August 2018 — July 2019

- GPA: 3.84 / 4.00
- Honors: Beta Gamma Sigma, D. Wu Scholarship, McIntire Pickard Fellow, M.S. Commerce Peer Contribution Award

### B.S. in Advertising, University of Illinois at Urbana-Champaign

August 2017 — May 2017

Minors: Business, Informatics

## 🏢 EMPLOYMENT HISTORY

### Strategist & Account Manager at Pixel Inc., New York

July 2020 — Present

- Lead launch and media strategy for client engagements
- Manage, review progress, and deliver on client goals and success metrics
- Responsible for paid media buying for and regular optimizations

### Project Manager at Pixel Inc., New York

September 2019 — July 2020

- Manage timelines, deliverables, and strategy for client product launches: JBL, Canon, Tyson Foods, Panasonic, Ocean Spray
- Responsible for regular client management and communications
- Assist in developing paid media strategies (Facebook, Snapchat, Search)

### Consultant at The Barthwell Group, Detroit

September 2017 — April 2018

- Led the development of the University of Memphis' five-year strategic plan
- Redesigned corporate training for senior Comerica Bank staff, stressing the importance of multiculturalism
- Developed a veterans' strategy for Claremont McKenna College to enhance recruiting and retention of student veterans

### Account Management Intern at FCB Chicago, Chicago

June 2016 — August 2016

- Constructed creative briefs for projects launching in Q4 2016
- Led weekly status meetings for an internal 9-person Account Team
- Conducted an internal efficiency analysis of the FCB departments

### Brand Strategy Intern at Praxis Advertising, Dubai

May 2015 — July 2015

- Worked on the launch strategies for an upcoming fashion college, and upcoming D2C food brand
- Responsible for weekly internal brand briefings

## 🌱 EXTRA-CURRICULAR ACTIVITIES

### Strategy Director at National Student Advertising Competition, Champaign

September 2016 — May 2017

- Led a 25-member team on a year-long campaign strategy for Tai Pei Frozen Asian Food to compete at a regional level
- AAF Executive Board Member and mentor to advertising underclassmen

### Marketing Intern at Illini Union, Champaign

October 2015 — May 2017

- Envisioned and implemented the Union's VR mapping to engage students
- Responsible for the bigger picture brand identity and persona of the Union
- Developed weekly plans for all owned social channels