Shruti Aggarwal

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EDUCATION & HONORS

New York University | New York, NY *December 2026*
Master of Science in Integrated Marketing & Brand Management **GPA: 3.90 / 4.00**

- UnitedMasters x Translation: Building an integrated campaign for Grammy-nominated artist Vic Mensa
- Advertising Week New York 2026 Volunteer
- NYU SPS x Cornell Tech x Newlab Ventures Innovation Fellowship
- Adobe Digital Innovation and Design Challenge Finalist

Indiana University, Kelley School of Business | Bloomington, IN *May 2023*
Bachelor of Science in Finance & Digital Technology Management

- Global Engagement Scholar; Wealth Management Workshop (faculty-selected)

PROFESSIONAL EXPERIENCE

Saar Objects x Peruvian Connection, NYFW Pop-Up | New York, NY *September 2026*
Pop-Up Lead & Brand Representative

- Co-led NYFW pop-up execution for an Indian home décor brand in partnership with Peruvian Connection
- Communicated brand provenance and craft story to 500 guests, converting interest into on-site sales
- Engaged shoppers alongside the founder to build brand awareness and capture 100 new customer leads

Iriscience | New York, NY *January 2026 – May 2026*
Graduate Fellow, Marketing Strategy

- Launched a multi-phase marketing initiative to support early-stage growth and industry recognition
- Crafted AI-education content to increase awareness of early detection and tele-ophthalmology workflows
- Advanced partnership outreach strategy to drive collaborations with healthcare partners

Stout | Chicago, IL *July 2023 – July 2025*
Disputes, Claims & Investigations Analyst

- Led financial analyses for Fortune 500 clients facing environmental, product, and healthcare disputes
- Assisted in settlement structuring for multi-million dollar Chapter 11 filings involving institutional liability
- Developed valuation models, damage assessments, and lost profit analyses to support expert testimony

LEADERSHIP & INVOLVEMENT

United Nations Global Compact | New York, NY *September 2026*
Unstoppable Africa 2026 Event Volunteer

- Supported a UN Global Compact convening on African business, investment, and sustainable growth
- Coordinated registration, speaker logistics, and guest services for 2,000+ global leaders and delegates
- Collaborated with UN and African Union staff to deliver seamless on-site operations across sessions

NYU SPS Graduate Student Council | New York, NY *October 2025 – May 2026*
Administrative Vice-President

- Spearheaded collaborative initiatives with council and university administration to optimize event planning
- Drove operational improvements via innovative frameworks that increased council productivity
- Facilitated strategic partnerships for student programming and advocacy within the university

Consulting and Business Strategy Society | New York, NY *September 2025 – May 2026*
Outreach Lead & Stakeholder Relations Lead

- Cultivated strategic partnerships with faculty and external collaborators to expand society network
- Designed and optimized stakeholder database to drive engagement and strategic alignment
- Amplified external visibility and strengthened credibility to drive impactful, lasting partnerships

SKILLS & CERTIFICATIONS

- **Certifications:** Inside LVMH Certificate, Google Ads Certifications, Bloomberg Market Concepts
- **Technical Skills:** Google Analytics, Canva, Microsoft Excel, Tableau, Financial Modeling, Competitive Analysis