

PUJA VENGADASALAM

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EDUCATION

Rutgers Business School - Rutgers University, New Jersey

Graduation: May 2026

First Year MBA student with specialization in Digital Marketing

Earned 5-course Graphic Design Specialization certificate from California Institute of the Arts on Coursera (June 24)

Studying for 4-course *Fashion Design Management Certificate* from *Cornell University's* Professional e-Certificate Program (Sep 24)

Rutgers Business School – Rutgers University, New Brunswick

Graduation: May 2024

Bachelor of Science with a Marketing Major & Minor in Digital Communication, Information & Media

Graduated with Honors & 3.55 GPA, Dean's List – Spring 2021, Fall 2021, Spring 2023, Fall 2023, Spring 2024

IDEA Invited Fellow, Student Board Member, & Accomplished Innovator awardee@ Innovation, Design, Entrepreneurship Academy

Winner of Equitable Excellence National Scholarship for Undergraduate Studies (2020)

West Windsor High School South – Princeton Junction, New Jersey

Graduation: June 2020

Graduate with a 3.9 GPA and three Advanced placement & three Honors classes

National Honor Society Scholar: Zenith Chapter; Co-Leader: 4H State Teen Cafe Leadership Committee

Student Member: Girl Scout Award Board for Silver & Gold projects; Member & Regional Awardee: National History Day Club

Additional Coursework: Brand Management (University of London MOOC), Entrepreneurship (MITx), World Literature (Harvardx)

PROFESSIONAL EXPERIENCE

INFINITEE USA, South Plainfield, New Jersey

October 2018 – Present

Creative Designer & Senior Marketing Associate (Internship completion date: Sep 30, 2020)

Drive branding and positioning exercises by creating logos, cards, forms, presentations, customer polls, banners & product launches

Design, author and develop marketing brochures and exhibition collaterals for distributorship & consultancy verticals globally

Design, author & continuously update website content@ www.infiniteeusa.com and social media presence, particularly LinkedIn

NATIONAL SCIENCE FOUNDATION'S iCORPS FELLOWSHIP

Co-entrepreneurial Lead, Princeton, New Jersey

June 2022 – July 2022

Find and interview industry experts on sunscreen formulation to determine how the market responds to natural sunscreen

Work with Princeton University's Green Gel team to collate & analyze data to determine product positioning

MERAKHI, New Brunswick, New Jersey

June 2021 – July 2021

Social Media & Marketing Intern

Co-designed a social media campaign with an engagement rate of 11.49% on Instagram (@merakhi.co)

Executed content batching with a 5-member team that increased followers substantially

PRINCETON PARTNERS, Princeton, New Jersey

January 2020 – June 2020

Marketing & Research Intern

Learned and used digital marketing strategies and Google Analytics to build and monitor traffic

Conducted research and created OneEarth website focusing on eco-awareness, ecopreneurship, and green companies

PUBLIC SERVICE, COMMUNITY LEADERSHIP & VOLUNTEERING

June 2016 – February 2020

Envisioned & lead a 98 hours workshop for 20 students "10 on 10" to promote racial equity in 2016

Envisaged & spearheaded a 252 hours environmental stewardship EcoCamp project involving 40 stakeholders at South Plainfield.

Designed and conducted EcoCamp Showcase & website <https://pujavstar.wixsite.com/ecocamp> launched by Mayor

STATE, NATIONAL, & INTERNATIONAL AWARDS

Jefferson Medal for Volunteerism & Public Service -NJ State (2019)

Student of the Year Award - National Pollution Prevention Roundtable (2018)

Presidential National Silver (2016) & National Gold Award for Community Service (2019)

New Jersey Governor's Award for Environmental Excellence (2018)

Girl Scout Bronze (2014), Silver (2016), & Gold (2018)

International Karate Black Belt Award, Shito Ryu (2017)

CERTIFICATIONS, SKILLS & INTERESTS

Social Media Certifications: Social Marketing (Hootsuite) Social Media Simternship (Stukent), Social CRM (LinkedIn)

Branding certifications: Data Storytelling Basics, Logo Trends, Developing A Style Guide, Thought Leadership Advanced Branding

Digital certifications: Google: Analytics & Ads Measurement, Hub Spot: Digital Marketing Certified

Project Management Certifications: SIPOC, A3 Problem Solving, Yellow Belt-Six Sigma Agile Foundations

Design Skills: Website Creation, Affinity Designer, Adobe Photoshop, Adobe Illustrator **Technical Skills:** Java, Excel, Robotics

Language Skills: Spanish, Hindi, Bengali **Research Skills:** Published in scholarly journals, see [Research Gate](#), [Google Scholar](#)

Writing Skills Written Over 50 newspapers & book articles, see Web [Portfolio](#)

Interests: *Photography* (photo used in books & websites), *Music* (violin & guitar), *Art* (digital & portraits), *Global Travel*