

Somya Bhagwagar

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/somya-bhagwagar 

EDUCATION

University of Michigan

Masters of Science in Information

May 2022

Concentration in Privacy | Technology and Society 4.0/4.0

Bachelors of Science in Information

May 2020

Concentration in Social Media and User Experience Analysis

Minor Science, Technology & Society | Business Administration

RELEVANT EXPERIENCES

Marketing Analytics, CME Group

Chicago, IL

Sr Marketing Insights Analyst

June 2024-Present

- Lead data strategy and insights across data sources, pipelines and visualization tools (GA4, Salesforce, Marketing Cloud, Looker, and BigQuery) to analyze and optimize customer journeys / campaign strategy to increase ROI
- Serve as analytics lead, identifying and resolving data quality issues through platform and architecture expertise
- Technical privacy liaison to cybersecurity, compliance, privacy, and legal teams to ensure proper tracking, storing, and governance of data

Marketing Insights Analyst

Aug 2020-June 2024

- Analyzed user behavior and marketing performance using LookerStudio and Domo to optimize campaigns, user journeys, and conversion funnels
- Maintained data accuracy and reporting consistency across decentralized sources prior to GCP migration

Marketing Insights Consultant

Nov 2019-Aug 2020

- Conducted quantitative user research to analyze site behavior and identify user trends for actionable insights to improve UX
- Created and delivered campaign and web performance reports to support marketing decision making

Information Security, CME Group

Chicago, IL

Project Management Intern

May-Aug 2019

- Designed annual planning application for GIS Directors to forecast budgets and assess project feasibility
- Developed front-end in Oracle Apex and implemented back-end logic using SQL/PL procedures
- Led in-person usability testing in Chicago and NYC offices to refine app functionality

UM Biomedical Research Facilities

Ann Arbor, MI

Web Data Analyst

June 2018-April 2019

- Analyzed user traffic patterns using Google Analytics360 to identify trends and optimize site layout
- Provided data-driven insights to improve UI and marketing campaign performance

PROJECTS

ISTC (Illinois Science & Technology Coalition)

2023-Present

- Serve on the associate board of an education nonprofit, driving engagement and event planning
- Mentor underrepresented students in STEM and research projects, helping expand access and representation in tech fields

HelloUniversity

Aug 2019-June 2022

- Co-founded a startup focused on mentoring students considering pursuing higher education in United States universities
- Led marketing, HR, and sales to build a scalable platform fostering cross cultural connection and student success
- Recruited and managed 70+ consultants while directing content creation and sales strategy

Students of Umich

Sept 2016-May 2020

- Created a widely recognized digital space for student narratives in college that amplified voices, generated widespread media coverage, and led to multiple keynote speeches regarding storytelling, media, privacy, and echo chambers

AWARDS

- Financial Communications Society Portfolio Award, Gold (2025, 2024)
- CME Group Excellence Award (2025, 2025, 2024, 2024, 2024, 2022, 2022, 2019)
- Paper presented in American Sociology Association Annual Conference (2023)
- Toastmasters President's Distinguished Award (2023)
- Keynote Speaker, National Council of Marketing and Public Relations Conference: The Art of Storytelling (2021)
- IAPP Westin Scholar (2021)
- Tedx Keynote Speaker: Storytelling and Technopolitics (2020)
- UMSI Award for Gender and Diversity in Information Technology (2020)
- Michigan Daily Student of the Year (2019)

SKILLS

- Privacy and Compliance: CIPT, CIPP/E, CIPM certified
- Data Platforms & Tools: Google Analytics (GA4/GA360), Salesforce, Marketing Cloud, Looker, BigQuery, GCP, Tableau, Domo, Power BI)
- Data Manipulation & Analysis: SQL, Python, ETL processes
- Research & UX: Mixed methods research, user research, A/B testing, HCI Principles
- Communication: Public speaking (Toastmasters), proficient in Spanish
- Photography (Adobe Photoshop, Adobe Lightroom)