

Contact

[www.linkedin.com/in/
thepoopajapandey \(LinkedIn\)](https://www.linkedin.com/in/thepoopajapandey)

Top Skills

Public Speaking
Microsoft Office
PowerPoint

Languages

Spanish (Limited Working)
Hindi (Native or Bilingual)
English (Native or Bilingual)

Honors-Awards

Dean's List
Junior Marshal
Athena Leadership Studies Scholar
National Merit Scholar Commended
AP Scholar with Distinction

Pooja Pandey

Brand Media at DoorDash
New York, New York, United States

Summary

Passionate about innovative technology, women's leadership, and empowering local businesses with the right products and services.

Experience

DoorDash
Brand Media
September 2019 - Present (6 years)
San Francisco Bay Area
Brand Media, Audience Lead (2025 - Present)
DashPass Marketing Strategy Lead (2023 – 2025)
Growth Marketing Manager, Offline Paid Media (2021 – 2023)
Senior Associate, Offline Media (2019 – 2021)

Over the past 6 years at DoorDash, I've led high-impact marketing initiatives across Consumer, Dasher, and Merchant acquisition, with deep expertise in offline media strategy and measurement.

I've managed end-to-end campaigns across our core business in the US, our international markets (Canada, Australia), local activations, and key lines of business including DashPass, New Verticals, Marketplace, and Caviar.

My channel experience spans:

- TV, OTT, OLV (streaming, FEP, connected TV)
- OOH, audio, podcasts, and mailers
- Paid social and paid search

Notable Achievements:

- Led offline media strategy and execution for 4 Super Bowl campaigns, including full media buying leadership on 2, aligning with DoorDash's evolving brand narrative and growth objectives.

- Orchestrated large-scale brand partnerships and sponsorships with organizations such as the NBA, Chase, Lyft, NASCAR, MLS, WWE, College Game Day, and HBO Max, enhancing brand visibility and cultural relevance.

Specialties include:

- Offline performance measurement, attribution, and incrementality testing
- Cross-functional strategy development and stakeholder alignment
- # Integrated media planning and reporting for multi-channel campaigns

Ethos Life

Business Operations and Strategy

2018 - 2019 (1 year)

San Francisco Bay Area

Ethos is a new kind of life insurance built for people who don't have time for fine print, extra doctors appointments or hidden fees. Ethos turns a 15 week process of paper applications and medical exams, into just the click of a button - by quantifying the user's health risk using predictive models.

As the first BizOps hire, I worked on building our business processes from the ground up. I led a strategic transformation of our customer success team, changing and improving the way they work to provide our customers a better experience. I enabled them with data-driven insights, weekly reporting, dashboards, and sales pipeline analytics, while partnering with Engineering and Product to improve internal and external tools to provide an omnichannel service flow.

Ethos is backed by Sequoia Capital, Accel Partners, and Google Ventures. Other notable investors include Jay-Z, Kevin Durant, and Will Smith.

Accenture

1 year

Management Consulting Senior Analyst

2018 - 2018 (less than a year)

Philadelphia, Pennsylvania

At Accenture, I devised and delivered solutions at the intersection of business and technology. Across projects in various industries, I acted as a business analyst, strategist, and program manager. I worked with clients' C-suites in support of strategic formulation and technological development.

I provided insight for clients, shaping and executing their business transformation agendas through roadmaps, design docs, user engagement surveys, data visualizations, and employee training.

I helped clients navigate their key issues and biggest strategic initiatives, including digital disruption, mergers and acquisitions, growth and innovation, global operating models, sustainable cost management, and enterprise transformation leading to \$100M+ in savings for our clients.

Management Consulting Analyst

2017 - 2018 (1 year)

Philadelphia, Pennsylvania

Graphiq Inc.

Data Visualization Associate

2016 - 2017 (1 year)

Greater New York City Area

Acquired by Amazon in early 2017 to power Alexa

At Graphiq, I used our platform, SQL, ETL, basic programming, & quantitative analysis to reconfigure and structure data into visualizations. I strategized and created direct channel News Alerts with 10+ daily visualizations & short summaries of news events & trending topics. I also developed original content for Graphiq's publishing & marketing partners that generated tens of millions of impressions by understanding business requirements, working with the Product and Partner Management teams, and collaborating with external stakeholders.

ROO

Co-Founder

2016 - 2017 (1 year)

Greater New York City Area

Roo is a platform to share reviews and experiences for customers and employees (particularly those who identify as women) of local businesses, that enables transparency and provides data-driven metrics so that customers can make informed decisions about where they spend their money. Think Glassdoor meets Yelp.

We believe that transparency and access to information empowers women to make conscious decisions on the businesses they choose to engage with. We built a tool to report our experiences on both sides of the table. The constant feedback loop generated by Roo encourages other businesses to prioritize

women's experiences more through marketing, outreach, and customer/employee experience strategies. Businesses benefit by gaining access to repeat customers and increased loyalty, as well as a stamp of approval that they are running an equitable and fair business.

This project was created in conjunction with The Athena Center for Leadership Studies at Barnard College. For my social action venture, I created a business plan, a platform, an operating budget, marketing plan and made partnerships with 25+ businesses in the Upper West Side.

**IBM Global Business Services
Management Consulting, IBM Watson**
2016 - 2016 (less than a year)
Greater New York City Area

At IBM, I built a personal wealth management virtual assistant using Watson's natural language processing and deep learning capabilities. I worked on the product strategy for a platform for young adults seeking alternative, personalized, technology-driven financial planning.

**The Culinistas
Growth**
2015 - 2015 (less than a year)
Greater New York City Area

The Culinistas connects private chefs for weekly in-home meal prep and special occasions.

At The Culinistas, I worked on our growth strategy and initiatives. I initiated and managed 12 partnerships with chefs, restaurants, food bloggers, and luxury brands. I also managed our online presence and social media platforms, learning about SEO/SEM, influencer marketing, paid online ads, out-of-home ads, direct mail, experiential marketing, event marketing, and organic growth.

**The Athena Center for Leadership Studies
Entrepreneurs@Athena Fellow**
2015 - 2015 (less than a year)
Greater New York City Area

The Athena Center is focused on the advancement of women leaders via targeted research and programming. As a Fellow there, I strategized and marketed the The Athena Pledge, a project directed at 250+ major incubators/accelerators to increase gender representation in their cohorts. I organized a

10-day incubator program for high school girls to build their own startups, pitch it to investors, and learn entrepreneurship skills. I also did strategic analysis and research for a grant to expand our in-house web development agency for women at Barnard College to other colleges.

PowerToFly

Growth

2015 - 2015 (less than a year)

Greater New York City Area

PowerToFly is a jobs platform that connects women with the best jobs in tech.

At PowerToFly, I worked directly with the Chief Revenue Officer on our go-to-market strategy and implementation, our growth initiatives, and our sales strategy. I used SalesForce to track leads and manage accounts on leading startups and Fortune 500 clients. I conducted competitor analysis and benchmarking research, as well as helped set our revenue forecasts for the quarter.

Nordstrom

Designer Sales

2014 - 2014 (less than a year)

San Francisco Bay Area

Congressman Mike Honda's Office

Congressional Intern

2012 - 2012 (less than a year)

San Francisco Bay Area

Education

Columbia University in the City of New York

Bachelor's Degree, Economics and Psychology, minor in Race & Ethnicity Studies, Athena Leadership Studies Scholar

Barnard College

Bachelor's Degree, Economics and Psychology, minor in Race & Ethnicity Studies, Athena Leadership Studies Scholar

Monta Vista High School

High School Diploma

De Anza College
Business Administration and Management

California Institute of the Arts
California Arts Scholar, Digital Media, minor in Photography