



Kinjal Pike

OCTOBER 2025

Results-Driven Marketing Leader



10+ Years in Omnichannel Growth Strategy

- 10+ yrs of experience leading B2B and B2C digital marketing campaigns that drive measurable growth.
- Expertise in customer acquisition, retention, and loyalty programs with a focus on revenue impact.
- Proven success in paid media management and conversion rate optimization (CVR).
- Skilled in A/B testing, campaign performance analysis, and UX optimization to maximize ROI.
- Experienced in managing omnichannel ecosystems — Email, App, Paid Media, SMS/Text, and SEO.
- Analytical and data-driven with a track record of developing winning growth strategies that align brand and customer goals.



Portfolio

Targeted Acquisition and Loyalty Marketing

Retention and Loyalty Benefits



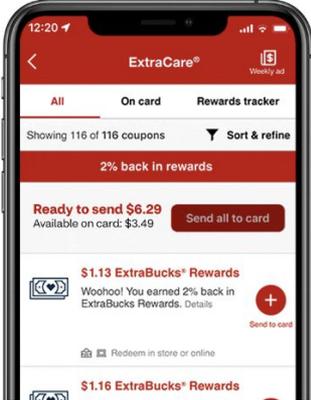
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Order online and get your items delivered in as little as three hours. And ExtraCare Plus[™] members get FREE same-day delivery!

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App Promotion and Push Notifications



Send deals to card!

Easily manage your deals and rewards by sending them to your card, so they're ready to use at checkout. You can do this all in our app.*

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New Member Communication



Give Mom an Extra-special Mother's Day!

Celebrate Mom with exclusive savings and a wide variety of special gift choices, including premium candy from Ghirardelli and Lindt, personalized photo items to create and preserve memories, heartfelt cards and more.

Plus, you'll get \$5 ExtraBucks Rewards[®] when you purchase from two of four eligible categories.*

*Please allow up to 72 hours for ExtraBucks Rewards to be issued.

Brand Amplification

Meta for Work 



Mortenson saved \$25,000 on construction projects using VR

Historically, it hasn't been possible to see a job until it's built, but with Meta Quest and Resolve, the project teams at Mortenson — a top-20 builder in the United States known for innovation and advancing technology in new ways — catch and solve issues before the concrete's even poured.

After doing the math on one project, Mortenson found a single issue that would have cost them over \$25,000 if it hadn't been caught until later in the timeline. The total number of issues on that project: more than 600.

With Meta Quest and VR, Mortenson saves thousands on every project by:

- Identifying the issues early before construction begins
- Collaborating on the solution from anywhere

No tear out and reinstallation needed.

[Watch the case study](#)

Get closer to the real thing

Unlock the power of mixed reality with our comprehensive hardware and software solution, Meta Horizon, for safe and secure all-in-one solutions. Access 2 years of Meta Horizon managed solutions with option of lifetime access with your device purchase¹.

[Learn more](#)

Want to know what Meta Quest can do for you?

Book a Meta Quest demo today and discover how MR can work for your organization.

[Talk to our experts](#)





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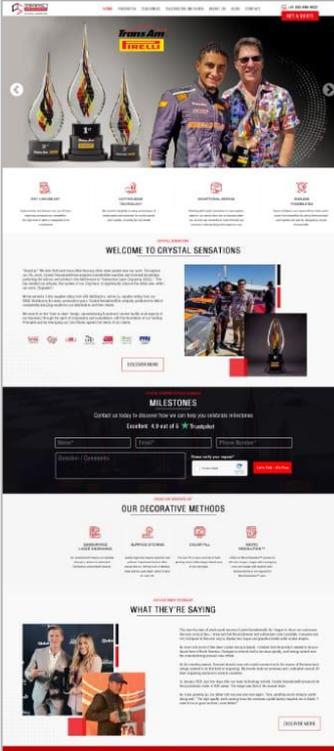
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B2B Industry
Targeted Lead
Nurture



Trans Am PROJECT

WELCOME TO CRYSTAL SENSATIONS

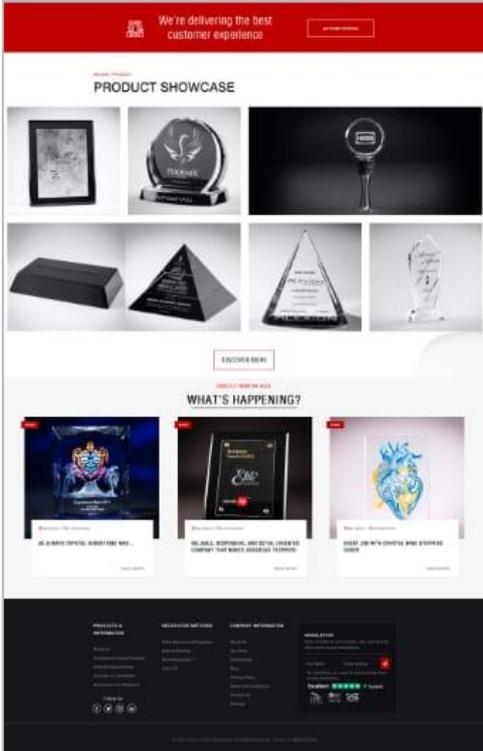
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OUR DECORATIVE METHODS

WHAT THEY'RE SAYING

D2C Optimized
Ecommerce Website
and Landing Pages



We're delivering the best customer experience

PRODUCT SHOWCASE

WHAT'S HAPPENING?

Webinar Promotion

Social Media



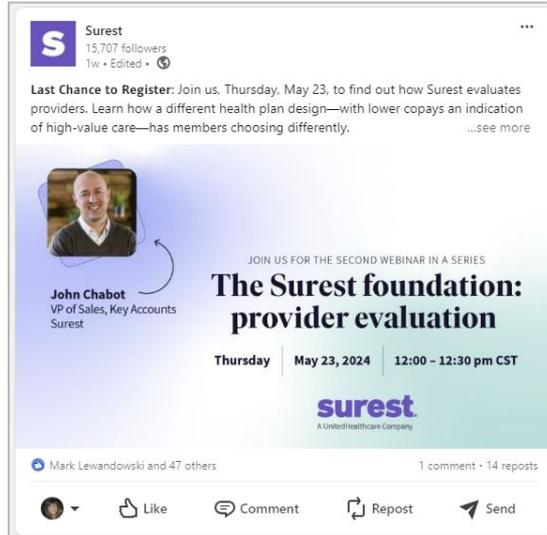
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4 Marketing & Sales
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and how to stop them!

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John Chabot
VP of Sales, Key Accounts
Surest

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**The Surest foundation:
provider evaluation**

Thursday | May 23, 2024 | 12:00 – 12:30 pm CST

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Don't take our word for it. A third-party study validates Surest demonstrated sustained savings and performance. <https://bit.ly/4doHwTY>

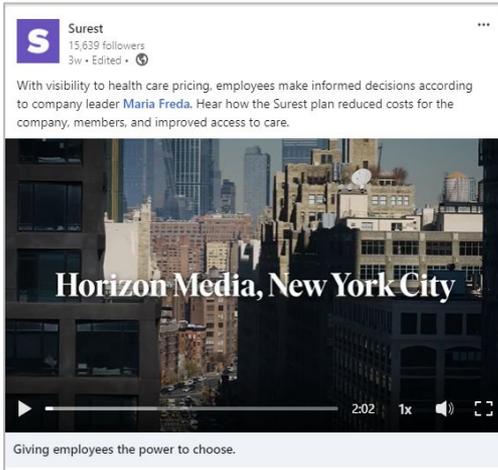
The Surest health plan
reduced the total cost of care,
sustained over time, across:
conditions

surest
A UnitedHealthcare Company

Independent, third-party study of Surest

Brand Amplification

Social Media Case Studies



Surest
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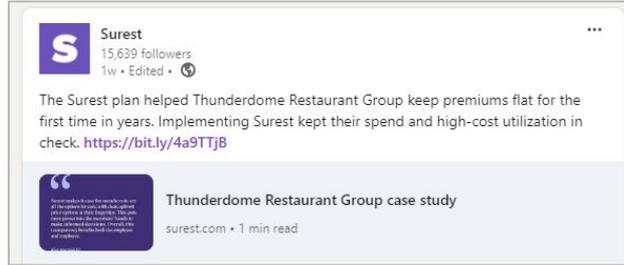
With visibility to health care pricing, employees make informed decisions according to company leader **Maria Freda**. Hear how the Surest plan reduced costs for the company, members, and improved access to care.

Horizon Media, New York City

2:02 1x

Giving employees the power to choose.

Social Media Case Studies

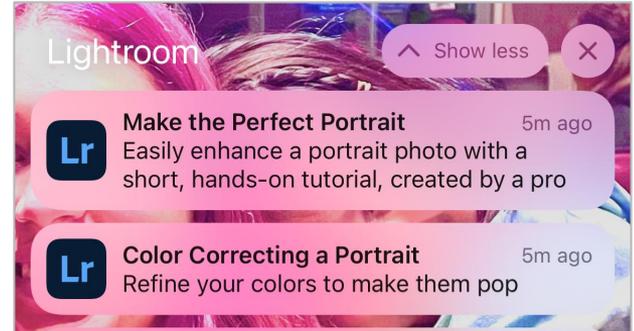


Surest
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The Surest plan helped Thunderdome Restaurant Group keep premiums flat for the first time in years. Implementing Surest kept their spend and high-cost utilization in check. <https://bit.ly/4a9TTjB>

Thunderdome Restaurant Group case study
surest.com • 1 min read

Engagement Push Notifications



Lightroom

Show less

Lr Make the Perfect Portrait 5m ago
Easily enhance a portrait photo with a short, hands-on tutorial, created by a pro

Lr Color Correcting a Portrait 5m ago
Refine your colors to make them pop

Brand Amplification

Sankara Eye Foundation Omnichannel Donation Campaign

 **Sankara Eye Foundation** ✓
Published by Kinjal Bhardwaj · 22h · 🌐

Give the Gift of Vision this Holiday Season. Leave a lasting legacy.
Did you know that you can donate appreciated stock and save on Capital Gains Tax? You can claim tax exemption for the entire value of the stock on the day of Transfer.
Get started by creating your FREE Will online:
<https://www.freewill.com/sankaraeyefoundation...>

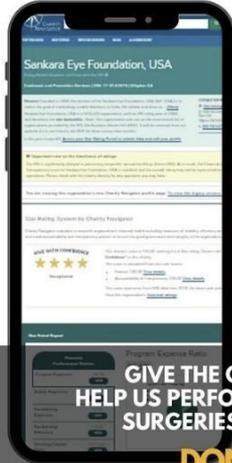
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EYE FOUNDATION

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MARCH TO A
MILLION
VISION 2030



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