

AJAY RAMINENI

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[LinkedIn](#) [Github](#)

OBJECTIVE

Current MS in Business Analytics candidate at WPI seeking summer 2025 internship opportunities. Brings 2+ years of professional business development experience combined with newly acquired skills in predictive modeling, data visualization, and statistical analysis. Passionate about applying classroom learning to real-world business challenges, with particular interest in marketing analytics and customer insights.

EDUCATION

MS Business Analytics, Worcester Polytechnic Institute

Jan 2025 – Present

Bachelor of Commerce, Osmania University

Jul 2019 – Jun 2022

Coursework: Commerce, Accounting, Business Management

CGPA: 8.64

SKILLS

Technical Skills

Python (Pandas, Scikit-learn), SQL (complex joins), Tally ERP 9 (financial reporting), Google Ads/ Analytics

Soft Skills

Strategic planning, team leadership, negotiation, data visualization

EXPERIENCE

Business Development Manager

Jun 2022 – Nov 2024

Visatree Consultants, Hyderabad

- Led a team of 8 to double annual income, surpassing the prior year's revenue through targeted client engagement.
- Secured 30+ institutional partnerships by analyzing market data and adapting strategies to immigration policy shifts.
- Converted 75 percent of 200+ leads into sales, boosting revenue by 40 percent via effective negotiation and relationship management.
- Streamlined visa consulting operations, supporting 50+ monthly university placements.

PROJECTS

Digital & Social Media Marketing Strategy for CollegeROI

WPI, Spring 2025

- Designed a full-funnel digital marketing strategy including brand persona, SEO blog ideas, and influencer roadmap.
- Conducted multi-platform audit (Instagram, LinkedIn, YouTube) and proposed KPIs for engagement.
- Developed and launched a fully functional responsive website to present project deliverables.
- Website: [CollegeROI](#)

Anime Recommendation System Analysis

WPI, Spring 2025

- Cleaned and processed a 12k+ anime dataset using Python and Pandas.
- Built a content-based recommender system using TF-IDF and cosine similarity.
- Used K-Means clustering and PCA for viewer segmentation and visualizations.

IT Strategic Plan for Rotaract District 3150

WPI, Spring 2025

- Created IT governance for 100+ clubs, including CIO roles, cloud policy, and support systems.
- Developed policies for BYOD, AI tools, cloud storage, and disaster recovery.
- Recommended cost-saving tech tools, reducing IT costs by approx. \$3000/year.

A Study on Cashless Transactions in E-Commerce

India

- Studied post-purchase behavior and perception of e-commerce users in India.
- Conducted surveys to assess cashless transaction adoption post-COVID.

CERTIFICATIONS

Google Ads Search Certification

Certified in Google Ads Search campaign setup, keyword strategy, bidding, and performance optimization.

Issued: Apr 16, 2025

[View Certificate](#)

Google Analytics Certification

Certified in Google Analytics 4 (GA4) for user tracking, data collection, and performance analysis.

Issued: Apr 17, 2025

[View Certificate](#)

Hootsuite Platform Certification

Completed platform training in content scheduling, social listening, and performance metrics.

Issued: Apr 16, 2025

[View Certificate](#)

INTERNSHIPS

- Sales & Marketing Intern, Universal Tribes (Jan 2022 – Mar 2022) [View](#)
- Marketing Intern, GoodSpace (Feb 2022 – Mar 2022) [View](#)
- Volunteer Coordinator, Kitablovers (Apr 2022)

LEADERSHIP / EXTRA-CURRICULARS

- **College Cultural Committee Head:** Led a team of 10, organizing major campus events including Cultural Day and Freshers Week.
- **State-Level Tennikoit Championship:** Represented Hyderabad, 2016.
- **Open Chess Tournament:** Secured 23rd place, State School Games Federation, 2016.