ANUSHREE RAIPAT

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# EDUCATION

**Master of Science, Technology Management** Aug 2023 - Aug 2024

Gies College of Business, University of Illinois Urbana Champaign 3.69/4.00 GPA

Coursework - Consumer Analytics, Marketing Management, Data Science & Analytics, Entrepreneurship & New Venture, Big data Analytics

**Bachelor of Technology, Industrial Engineering** Aug 2017 - May 2021 Manipal Institute of Technology Karnataka, India

Coursework - Data Structures, Essentials of Management, Operations Research, Digital Analytics and Marketing, Supply Chain Management

# SKILLS

**Languages:** R, Python, JavaScript, HTML, CSS, XML, SQL, C++.

**Software:** AWS, Power-BI, Tableau, MS-Office, Figma, Salesforce, HubSpot, AEM, Google Analytics, Jira, Confluence.

# WORK EXPERIENCE

**Strategy Consultant** | Eats2Seats Remote, USA, June 2024-Aug 2024

* **Collaborated on addressing critical challenges** such as employee resources, onboarding, platform alternatives, and chatbot integration

by developing and implementing solutions including a progress tracker and a **Slack/Staff app chatbot**, which enhanced process efficiency.

* **Utilized primary and secondary research to devise comprehensive solutions** such as **KPI tracking**, dropout notifications, and gamified onboarding and training processes. Designed dashboard mock-ups for staff and admin applications, integrating tangible rewards and promotions.

**Marketing Strategy Intern |** Infopro Learning New Jersey, USA June 2024 – Aug 2024

* Managed and customized the lead management process using **Salesforce Sales Cloud and HubSpot** by effectively tracking, nurturing, and

converting leads to align with specific business needs, which significantly enhanced data accuracy, relevance, and overall sales process performance.

* Leveraged **Marketing Qualified Leads (MQL) and non-MQL** data to refine marketing strategies and improve lead qualification processes. Integrated social media channels with HubSpot, utilizing automation and workflow management to enhance lead capture, engagement, and follow-up efficiency.

**Software Engineer|** Dentsu Pune, IN June 2021 - Dec 2022

* Orchestrated the development and launch of dynamic **B2C e-commerce websites** using **Salesforce Commerce cloud and Sales Cloud**, resulting in a notable **6% increase in sales revenue** within the first quarter of implementation driving tangible business growth and enhancing the digital landscape.
* Directed a cross-functional team of **7 members as a Salesforce Business lead** on a **SDLC Project**, facilitating the analysis of project scope requirements and employing **Quality Assurance (QA) tools** to ensure the seamless functionality and user experience.
* Implemented robust task management protocols using **Jira** and streamlined documentation processes via **Confluence,** and directed **SEO** improvements, including site **speed optimization** for websites, resulting in reduction in bounce rate and increase in page load speed.

**Contract Management Intern|** Tata Steel March 2021 - May 2021

* Strategically devised and executed dynamic dashboards and reports to meticulously track key performance indicators (KPIs), resulting in a

**15% improvement in data accuracy** and a **20% reduction in reporting turnaround time**, thereby enhancing decision-making processes.

* Leveraged advanced tools such as **Microsoft PowerPoint, Excel, and Power BI** to develop and deliver impactful business documents and presentations, facilitated successful negotiations with vendors procurement stakeholders resulting in a 25% **increase in stakeholder engagement.**

**Founder & Entrepreneur** | AR Vintage Letters March 2021-May 2022

* An Earth-advocate owner aiming to promote a sustainable way of gifting and spreading love by curating and creating thoughtful and sustainable vintage style letters.

# PROJECT EXPERIENCE

## Business Intelligence and Visualization Project on IMDB:

## Utilized advanced data analysis techniques to uncover insights from movie dataset, revealing correlations between movie attributes and IMDB ratings.

* Leveraged linear regression models to predict ratings based on factors such as number of votes and **Meta scores**.

## Marketing Project for Tootsie Roll:

* Utilized market research and competitor analysis to launch a new product line, forecasting a 20% increase in net product sales.
* Executed a customer retention initiative incorporating loyalty programs and personalized recommendations, leading to a 20% improvement in customer satisfaction and a 25% growth in new customer acquisition for Tootsie Roll products.

## Master's Program Search and Application Product Management App:

* Designed a class diagram for a master’s program search and application management app and created a visually compelling use case. diagram using Figma & MS Visio. Utilized agile principles to structure data and user interactions adhering **SDLC methodologies**.

## Data Analytics Project in association with KPMG:

* Studied large data sets and models to analyze and draw deep insights, conducting data quality assessment to **target high-value customers**.

## Global governance initiative (GGI) Partnership Growth Project:

* Collaborated with 80 plus associate partners & co-founders to forge partnerships with Non-profits, resulting in a **20% increase** in partnerships in Asia.

# ACHIEVEMENTS

* Certified Salesforce B2B Commerce for Administrators Accredited Professional.
* Received Quality Evangelist award & Team Spotlight for exceptional contribution at Dentsu.
* Awarded by PMI Professional in Business Analysis Certification.
* Received Microsoft Certified Azure Data Engineer Associate Certificate