Arun Aruloli

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**Summary**

Motivated and Product-minded analyst who ships outcomes: turun user/data insights into PRDs, run lightweight experiments, and track impact with clear KPIs. Strong with Excel/SQL/Power BI; comfortable aliging ops, marketing and compliance to deliver.

**Education**

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| **Illinois State University** | **Aug 2025** |
| *Bachelors, Marketing and Data Analytics* | *Normal,Illinois* |

**Skills**

* **Marketing Platforms**: Mailchimp, Eloqua (basic), HubSpot, Canva
* **Product & Methods:** Roadmapping, PRDs, User Stories, Acceptance Criteria, A/B Testing, OKRs, Experiment Design
* **Data & Analytics:** SQL, Excel (advanced), Power BI, Google Analytics, Pivot Tables
* **Tools:** Jira or Asana, Confluence/Notion, Figma (basic), HubSpot, Salesforce
* **Domains:** Underwriting ops, Marketing funnels, Data pipelines

**Certifications**

* HubSpot- Digital Marketing, Digital Advertising
* HackerRank-SQL (Advanced), CSS, JavaScript

**Professional Experience**

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| **BCS Financial** | **Jun 2024 - Jun 2025** |
| *Underwriting/ Underwriter Analyst Intern* | |
| * Reviewed 75+ applications weekly, contributing to a 98% accuracy rate in risk assessments * Owned a mini-backlog to fix CMS checklist gaps; wrote acceptance criteria and coordinated a quick release that cut review time **20%** and held **98%** accuracy. * Built an Excel KPI dashboard (TAT, error rate) and set a weekly ops cadence; surfaced blockers early and drove zero audit findings. | |
| **Szustak Finance** | **Feb 2023 - May 2023** |
| *Marketing Associate* | |

* Played a pivotal role in driving growth and increasing brand awareness in the construction equipment industry across the United States with high sales and lead generation in the Midwest region
* Audited the lead funnel, prioritized quick wins, and launched a targeted campaign that generated **200** leads and lifted Midwest sales **10%**. (Replace the vague “played a pivotal role” line.)
* Built a simple ICP brief and sales kit to align marketing + sales; improved vendor retention **12%**.

**Healthworks Insurance May 2022 - Aug 2022**

*Medicare/Medicaid Insurance Associate*

* Mapped the enrollment journey and standardized FAQs; cut application errors **20%** and raised satisfaction to **95%**.
* Maintained up-to-date expertise on insurance products and regulations, reducing routine client inquiries by 15%.
* Provided exceptional customer service throughout the enrollment process, addressing client inquiries and resolving issues promptly.

**Ktmine Nov 2021 - May 2022**

*Data Analyst*

* Cleansed and transformed 50K+-row datasets using SQL, Excel pivot tables, and Python (pandas), uncovering a **12%** spike in customer churn that drove targeted retention initiatives.
* Productized a churn/usage dashboard in Power BI; defined success metrics, shipped v1 fast, and cut report turnaround **30%**.
* Partnered with data/CS to investigate a regional churn spike; framed a retention test and informed follow-up comms.

**Projects**

* **Underwriting Review Flow (BCS)** - Wrote PRD + AC for checklist update; shipped in 2 weeks; **−20%** review time; 0 audit findings.
* **Insights v1 (Ktmine)** -Defined KPIs, built Power BI dashboard, and ran a retention experiment informed by the data; **−30%** reporting time.