Arun Aruloli

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**Portfolio:**<https://github.com/ArunAruloli/Analytical-Portfolio-Arun>

**Summary**

Data-driven Marketing & Analytics Professional who turns insights into results. Skilled in SQL, Power BI, and advanced Excel to identify trends, streamline processes, and deliver measurable impact—from cutting review times by 20% to generating 200+ qualified leads. Adept at aligning operations, marketing, and compliance to ship high-impact solutions on time.

**Skills**

**Analytics**: SQL, Power BI, Excel (Advanced), Google Analytics, Pivot Tables, Python (pandas)

**Marketing Platforms:** HubSpot, Mailchimp, Eloqua (Basic), Canva

**Product & Methods:** Roadmapping, PRDs, User Stories, Acceptance Criteria, A/B Testing, OKRs, Experiment Design

**Tools:** Salesforce, Jira, Asana, Confluence, Notion, Figma (Basic)

**Domains:** Underwriting Operations, Marketing Funnels, Data Pipelines

**Certifications**

* **HubSpot**- Digital Marketing (2025), Digital Advertising (2025)
* **HackerRank**-SQL (Advanced)(2025), CSS (2025), JavaScript (2025)

**Professional Experience**

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| **BCS Financial** | **Jun 2024 - Jun 2025** |
| *Underwriting/ Underwriter Analyst* | |
| * Reviewed 75+ underwriting applications weekly, maintaining 98% accuracy in risk assessments. * Wrote acceptance criteria and coordinated release for CMS checklist update, reducing review time by 20% while sustaining 98% accuracy. * Built Excel KPI dashboard (TAT, error rate) and set weekly ops cadence, surfacing blockers early and achieving zero audit findings. | |
| **Szustak Finance** | **Feb 2023 - May 2023** |
| *Marketing Associate* | |

* Developed and executed Midwest-focused marketing strategy that increased construction equipment sales 10% and expanded lead pipeline by 200+ prospects.
* 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 enrollment journey and standardized FAQs, reducing application errors 20% and increasing satisfaction to 95%.
* Maintained current knowledge of Medicare/Medicaid regulations, reducing routine client inquiries by 15%.
* Delivered high-touch client support, resolving inquiries quickly to improve conversions.

**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 –** Key initiatives demonstrating technical and business impact**:**

* **Underwriting Review Flow (BCS)** – Wrote PRD & acceptance criteria for checklist update; shipped in 2 weeks, reduced review time by 20%, 0 audit findings.
* **Insights v1 (Ktmine)** – Defined KPIs, built Power BI dashboard, and ran retention experiment; reduced reporting time by 30%.

**Education**

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