**Arun Aruloli**

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

**Summary**

Marketing & Client Services professional with a background in insurance operations, underwriting, and analytics. Experienced in servicing client accounts, auditing policies, compiling exposure data, and managing compliance documentation. Skilled in SQL, Power BI, advanced Excel, and Salesforce, with a record of reducing review times, improving accuracy, and delivering client-ready reports. Adept at working between clients, carriers, and internal teams to ensure timely, accurate service.

**Skills**

**Analytics**: SQL, Power BI, Excel (Advanced, VLOOKUP, PivotTables), Google Analytics, Python (pandas), Tableau

**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)

**Education**

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

**Professional Experience**

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| **BCS Financial** | **Jun 2024 - Jun 2025** |
| *Underwriting/ Underwriter Analyst Internship* | |
| * 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.   **Ktmine Nov 2021 - May 2023**  *Business Data Analyst Internship*   * 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. | |

**Healthworks Insurance May 2022 - Aug 2022**

*Medicare/Medicaid Insurance Associate Internship*

* 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.

**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%.
* **Sales Funnel Analysis (Portfolio)** – Built SQL queries and Power BI dashboards to visualize KPIs and Hit rates.