

BARATH R

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SUMMARY

Detail-oriented and analytical professional with 1+ year of experience in digital marketing and currently working as a Data Analyst Intern. Proficient in SEO, Google Ads, and social media marketing, with hands-on experience in data analysis using Excel, Python, and Tableau. Strong communicator with proven problem-solving abilities and a passion for continuous learning in analytics and business intelligence. Actively seeking a full-time Data Analyst position to apply analytical skills and contribute to organizational growth.

EXPERIENCE

Unified Mentor (April 2025 - Present)

Data Analytics Intern

- Collected, cleaned, and transformed large datasets using tools such as Microsoft Excel and Python (Pandas, NumPy) to derive actionable insights.
- Designed and implemented dashboards using Power BI to visualize trends, key performance indicators, and business metrics.
- Collaborated with team members to present findings through data storytelling and interactive visualizations.
- Conducted detailed exploratory data analysis (EDA) to identify correlations, trends, anomalies, and patterns across multiple datasets.
- Ensured data integrity by handling missing values, duplicates, and inconsistencies in large datasets.

Preston Consulting and EdTech Pvt Ltd - Gostudy (May 2024 - June 2025)

Digital Marketing Analyst

- Implemented SEO best practices to optimize website structure and enhance search engine discoverability, leading to higher organic rankings and significantly increased visibility in search results.
- Conducted comprehensive keyword research to identify relevant search terms and optimize website content, improving search engine visibility and driving targeted, high-quality traffic to the site.
- Applied SQL queries on leads datasets to segment prospects, measure lead quality, and identify high-converting channels, enhancing campaign strategy and conversion outcomes.
- Managed and optimized Google Ads campaigns to maximize return on investment (ROI) by targeting and driving qualified traffic, resulting in higher conversions and improved campaign performance.
- Developed and executed data-driven social media strategies, boosting brand awareness, increasing audience engagement, and strengthening the overall social media presence of the business.

TECHNICAL SKILLS

Programming Analytics:

- Python (Pandas, NumPy), Excel, Google Sheets, SQL, Power BI, Tableau

Digital Marketing:

- Search Engine Optimization (SEO - On-page, Off-page), Search Engine Marketing (SEM - Google Ads, Bing Ads), Social Media Marketing (SMM - Meta, LinkedIn), Video Marketing (YouTube Ads, Short-form content strategy), Influencer Outreach and Brand Collaborations

Web Analytics PPC:

- Google Analytics (GA4), Google Tag Manager, Keyword Research and Analysis, PPC Campaign Optimization

CERTIFICATIONS

- Ongoing Data Analytics Training (Python, SQL, Power BI)
- Google Analytics Certification
- Google Ads Certification

EDUCATION

Bachelor of Computer Science and Technology, SNS College of Engineering (2020 - 2024)

Cumulative GPA: 8.4

SOFT SKILLS

- High adaptability with a strong commitment to continuous learning.
- Effective team collaboration and clear communication.
- Strong analytical thinking and problem-solving skills.
- Excellent time management and task prioritization skills.

LANGUAGES

English, Tamil, Kannada

Declaration

I hereby acknowledge that the above information is true to the best of my knowledge.

Sincerely,

Barath R