

# Aashis Rout

413-829-8710 | [arout@umass.edu](mailto:arout@umass.edu) | [linkedin.com/in/aashisr](https://www.linkedin.com/in/aashisr) | [github.com/Aashish-Rout](https://github.com/Aashish-Rout)

## EDUCATION

### University of Massachusetts Amherst

Master's of Science in Business Analytics

Amherst, MA

Sept 2024 – Dec 2025

### Vellore Institute of Technology

Bachelor of Technology in Computer Science

Amravati, India

Aug 2020 – May 2024

## EXPERIENCE

### Marketing and Communication Assistant

University of Massachusetts Amherst

Jan 2025 – Present

Amherst, MA

- Coordinated marketing campaigns that increased social media engagement by 35% and boosted website traffic.
- Crafted and delivered email campaigns, achieving a 10% conversion rate by tailoring messaging to audience.
- Established partnerships with start-ups to drive multiple product iterations, enhancing brand visibility.
- Skills: Content Strategy, Data Analytics, Communication, Customer Engagement

### Data Analyst

Reliance Jio Platforms Ltd.

Jan 2024 – Jul 2024

Mumbai, India

- Developed predictive risk assessment models, reducing security threats by 22% for data-driven decision-making.
- Conducted cloud security risk assessments, improving security posture through data-driven forecasting.
- Led cross-functional teams to resolve security incidents, ensuring alignment with business objectives.
- Delivered analytical reports that reduced incident response times by 15% using AWS QuickSight and OpenSearch.
- Skills: Data Analysis, Risk Assessment, Predictive Modeling, SQL, Power BI, Incident Management

### Co-founder

Locaro.in

Jan 2022 – Feb 2024

Mumbai, India

- Founded and developed Locaro, a hyperlocal e-commerce platform, connecting 100+ shops across Navi Mumbai.
- Devised customer analytics models to optimize pricing strategies, improving sales by 25%.
- Secured INR 500,000 in funding by crafting and delivering compelling investor pitches.
- Skills: Entrepreneurship, Market Research, Predictive Analytics, Business Strategy, Pricing Optimization

### Public Relations Manager

Open-Source Community

Jan 2022 – Jan 2023

Amravati, India

- Orchestrated logistics for 10+ technology events, including hackathons, enhancing engagement by 12%.
- Built sponsor relationships, securing over INR 200,000 in funding for events and awareness programs.
- Skills: Event Management, Sponsorship Acquisition, Public Relations, Community Building

## PROJECTS

### Bank Loan Analysis Dashboard Using Power BI | SQL, Power BI, Microsoft Excel

Jul 2024 – Aug 2024

- Designed dashboards integrating AWS-hosted credit and bank loan data, improving data accessibility by 12%.
- Leveraged Power BI for predictive modeling, reducing default rates by 25% through risk metrics analysis.
- Enhanced loan portfolio oversight and compliance with detailed reporting, boosting reporting efficiency by 30%.

### Brain Stroke Detection and Classification | Deep Learning, TensorFlow, Python

Aug 2023 – Jan 2024

- Analyzed 2,500+ CT images to identify patterns and classify intracranial hemorrhages, achieving 93.11% training and 99.06% validation accuracy.
- Directed segmentation workflows that boosted diagnostic efficiency of MRI/CT Scans by 8% through cloud-based visualization techniques.
- Optimized model performance by employing advanced data augmentation, reducing over-fitting by 28%.

## TECHNICAL SKILLS

**Languages:** Python, Java, R

**Database Systems:** SQL Server, MySQL, Azure, MongoDB, No SQL, Neo4J, Data Modeling, Data Normalization

**Analytics and Visualization Tools:** Power BI, Tableau, Microsoft Excel

**Other:** Risk Analysis, Market Research, Program Management, Forecasting, Optimization, Predictive Modeling