

Armaan Sood

Contact Information:

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Education:

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- Bachelor of Science in Business Data Analytics  
Arizona State University, Tempe, AZ, Expected Graduation: 2026

Professional Experience:

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1. Lead Data Engineer | Click 2 Craft (Mar 2024 – Present)
    - Developed a custom web scraper using Python to collect data, improving data collection efficiency by 30%.
    - Cleaned and processed large datasets, achieving a dataset accuracy rate of 95%.
    - Enhanced data preprocessing workflows using OpenAI API, reducing manual processing time by 50%.
    - Automated social media outreach, increasing engagement by 25%.
  2. Graphic Designer | Click To Craft, Tempe, AZ (Jan 2024 – Present)
    - Designed branding materials, including logos, brochures, and banners.
    - Led creative projects from concept to completion, ensuring brand consistency.
    - Developed social media strategies, increasing engagement and follower growth.
  3. Data Analysis Intern | Children For Children, Delhi, India (Mar 2021 – Jul 2021)
    - Improved digital presence using algorithmic strategies, resulting in a 40% increase in engagement.
    - Conducted in-depth analysis of social campaigns, increasing outreach engagement by 25%.
    - Raised ~\$2400 through data-driven fundraising tactics.
  4. Data Analysis Intern | YWCA, Delhi, India (Sep 2020 – Feb 2021)
    - Led a research-based project, resulting in a winning presentation.
    - Conducted statistical analysis to improve mental health awareness by 15%.
    - Produced a short film on mental health awareness, increasing public awareness by 20%.

5. Security Aide | ASU Gammage, Tempe, AZ (May 2024 – Aug 2024)
  - Ensured the safety of over 3,000 patrons per event by implementing strict security protocols.
  - Streamlined event operations, leading to a 20% reduction in incident response time.
  - Maintained a 100% incident-free record during major events.
6. Hotel Management | Courtyard by Marriott, Spring Lake, NC (May 2023 – Aug 2023)
  - Managed front-desk operations and improved customer service protocols.
  - Assisted in CRM system implementation, enhancing operational efficiency.

#### Skills:

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- Programming Languages: Python, Java, R, C/C++, HTML, CSS, JavaScript, Bootstrap
- Machine Learning: SciKit-Learn, TensorFlow, Predictive Modelling, Regression Analysis
- APIs: Meta Graph API, OpenAI, Instagram Graph API
- Data Analysis: Pandas, NumPy, Data Visualization, Seaborn, Matplotlib
- Database Management: MySQL, SQLite, SQL
- Development Tools & Platforms: Git, GitHub, Linux, Windows, MacOS
- Software Development: Agile Methodologies, Object-Oriented Programming, RESTful API
- DevOps: Continuous Integration/Continuous Deployment (CI/CD), Docker
- Graphic Design: Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD), Canva
- Web Design: User Interface Design, Responsive Design, HTML, CSS
- Customer Service: Hospitality Operations, Multi-line Phone Systems, CRM Systems
- Communication: Strong public speaking, writing, bilingual in Hindi and English

#### Projects:

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1. Sneaker Resale Price Forecasting Model
  - Developed a predictive model using random forest regression to forecast sneaker resale value.
  - Implemented data scraping to collect features influencing sneaker prices.
2. Instagram Outreach and Analysis Automation
  - Automated data collection and preprocessing for marketing using Selenium and Meta Graph API.
  - Leveraged OpenAI API for data filtering and personalized marketing messages.

