

Jaya Mary Jennifer D

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PROFESSIONAL SUMMARY

Data Science graduate skilled in Python and SQL, with expertise in data modeling, visualization, and statistical analysis. Experienced in business intelligence, growth marketing analytics, campaign optimization, and workflow automation.

EDUCATION

Christ University <i>Masters in Data Science (GPA: 3.12/4.0)</i>	Bengaluru, Karnataka <i>Jul 2024 – Present</i>
Jyoti Nivas College <i>Bachelors in Computer Science (CGPA: 7.28/10)</i>	Bengaluru, Karnataka <i>Apr 2021 – May 2024</i>

EXPERIENCE

Data Analyst Intern <i>Paint The Town</i>	Apr 2025 – May 2025 <i>Bengaluru, Karnataka</i>
<ul style="list-style-type: none">Planned and executed 25+ advertising campaigns on Meta Ads with strategic budget allocation and audience segmentation, optimizing for ROAS and customer acquisition cost (CAC).Tracked and analyzed campaign performance using Google Analytics, Wix Analytics, and Meta Ads Manager, monitoring key growth metrics including conversion rates, retention, and funnel performance.Conducted end-to-end business intelligence analysis comparing 12 months of POS data against ad campaign data to measure marketing effectiveness and ROI.Created 25+ executive dashboards and weekly performance reports using data visualization tools for stakeholder presentations.	
Media Associate <i>Paint The Town</i>	Sep 2023 – Present <i>Bengaluru, Karnataka</i>
<ul style="list-style-type: none">Led 50+ digital marketing campaigns and 50+ events, creating 200+ visuals. Managed cross-functional 5-member team and optimized campaign performance through A/B testing and experimentation.Hosted weekend Sip & Paint workshops, mentoring 20+ participants while gathering customer feedback and insights.Manage company website, coordinate landing page assets, and schedule monthly events with timely execution.Manage all social media pages, handle customer inquiries, and analyze engagement metrics to improve content strategy.	

PROJECTS

iChristite <i>Python, PostgreSQL, Node.js, Deepgram API</i>	<u>Ongoing</u>
<ul style="list-style-type: none">Automated online interview system for Christ University student applications with AI-powered transcript extraction using Deepgram API and automated candidate evaluation based on interview responses.	
AI-Enabled Document Verification System <i>Python, Streamlit, Azure, SQL</i>	
<ul style="list-style-type: none">Built web-based system to automate research claim verification using Azure AI Document Intelligence with human-in-loop review workflow.	
AI-Powered Customer Service Chatbot <i>Python, Streamlit, RAG, Hugging Face</i>	
<ul style="list-style-type: none">Developed RAG chatbot integrating local embeddings (Hugging Face) and live search (DuckDuckGo). Deployed on Streamlit.	

TECHNICAL SKILLS

Programming & Analytics : Python, R, SQL, JavaScript, Data Analysis, Business Intelligence, Growth Marketing Analytics, A/B Testing, Funnel Optimization
Marketing & Analytics Tools : Meta Ads Manager, Google Analytics, Excel/Google Sheets, PowerPoint, Google Data Studio
Platforms : Power BI, Azure, Git/GitHub, Streamlit, ReactJS, Node.js, PostgreSQL

POSITIONS OF RESPONSIBILITY

Media Lead : Center for Placements and Career Guidance (CPCG), CHRIST (Deemed to be University)
Placement Representative : CHRIST (Deemed to be University)