

## MANISH SONI

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### BUSINESS EXPERIENCE

**Yoola**, Pune, India | Aug' 2015 - Oct' 2016

*Product and Technology Head*



- Monitored product development process from conception and ideation to commercialization
- Translated UX research and creative designs into development plans, leveraging the intuitive mobile designs
- Defined the technology and the operational flow for the admin panel for the product
- Managed effectively the product along with the Team of 10 people working for the product
- Successfully Fetched 100 stores in a month after the launch of the product

**BookMyShow**, Pune, India | July' 2014 - Sept' 2015

*Mobile Application Developer*



- Developed and maintained windows platform for the BookMyShow app
- Implemented in-App Analytics using Google Analytics for Personalization/Recommendations
- Managed and defined the cross platform features for the app like SVG Seat Selection MyWallet
- Collaborated with Microsoft, India for Win10 UWP App Development and Preinstall builds

**Innosols Info. Pvt. Ltd.**, Fbd., India | Jan' 2013 - Jul' 2015

*Software Developer*



- Developed and Managed S!MS Platform
- Conducted trainings and Troubleshooting meetings with the customers for S!MS Platform

### CERTIFICATIONS AND TECHNICAL SKILLSETS

**Languages & Frameworks** - C#, .NET, UWP, Android, JAVA, SQL, NoSQL, WCF, HTML, CSS, JavaScript, JIRA, GIT, Slack, Elastic Search, MapReduce, Confluence, Stash, MS - Project, MS - Visio, MS-Excel, MS-Office, Google Sheets

**Certifications** - Google Analytics, Google AdWords, PMP (Coursera), IBM-TDS, MS WP, R-Programming

**IDE** - Visual Studio, Android Studio

**Databases** - MongoDB, MSSQL

**Data Analytics Tool** - SAS Enterprise Miner, Tableau, QlikView

**Analytical Skills** - Statistical Reporting, Predictive Modeling, Forecasting, Logistic and Multiple Regression, Outlier Analysis, Segmentation, Cluster Analysis, Decision

### EDUCATION

#### M.S - INFORMATION TECHNOLOGY AND MANAGEMENT

UNIVERSITY OF TEXAS AT DALLAS, DALLAS, TX

December 2017

**GPA : 3.75**

#### B.TECH. - INFORMATION TECHNOLOGY

MAHARISHI DAYANAND UNIVERSITY, ROHTAK, INDIA

August 2008 - July 2012

**GPA : 3.50**

### ACHIEVEMENTS

Proud failed startup, were able to fetch 200 consumers in a month after the launch

Lone Mobile App Developer in BookMyShow and was also responsible for hybrid projects like SVG Seat Selection, MyWallet Integration and third party cinema apps

Overcame fear of public singing through participating in UTD Spring Bash 2016

Most Visited writer on Quora for BookMyShow, Windows Mobile App Development

Was among few students in college who won the iUnlockJoy Campaign, a Microsoft India Windows App development challenge

IBM certified ITDS deployment engineer

### ACADEMIC/PROFESSIONAL PROJECTS

#### Yoola #NeighborsFirst

*Visual Studio, Android Studio, MongoDB, .NET, JAVA, UWP, ANDROID, WCF, Elastic Search, GIT, Confluence, Slack, JIRA*

- Managed the technology of our startup product, Yoola and also engineered the IN-OUT of the product
- Implemented and developed the nearby logic of the system, which fetches the nearby stores/members

#### BookMyShow App

*Visual Studio, Windows Phone SDK, GIT, Confluence, Slack, JIRA, Trello*

- Developed, Maintained and Deployed the Windows Phone App from Visual Studio C# Code to Marketplace
- Responsible for research and development part in the native and hybrid features in other platforms as well

#### Data Mining, "Exploration of United States Air pollution" R Programming

- Identified the levels of air pollution in different U.S cities using packages in R
- Built regression models that predicted the levels of increase in air pollution in future

#### Customer Complaint Analytics

*SAS Enterprise Miner*

- Predicted the pattern/nature of complaints received by Consumer Financial Protection Bureau
- Identified the relationships among various attributes to reduce the number of complaints

#### Intechfy Analytics and Ad-Campaign

*Google Analytics, Google AdWords*

- Ran the ad-campaign to promote IT and consulting services
- Monitored web traffic on google analytics

#### Data Visualization Project for Pantry Kart

*R Programming, Tableau*

- Developed storyboards using Tableau to visualize transactional data for delving into the data for mining the patterns and insights
- Presented insights which helped Pantry Kart to target the areas and demographics which they have to be concerned