



✉ navaneethmurali.mba@gmail.com

☎ 4026371965

EDUCATION

- **Harrisburg Institute of Science and Technology, PA, USA**
Master of Science - Data Analytics
Yet to Graduate
- **Syracuse University, NY, USA**
Master of Business Administration
MBA - Marketing - class of 2015
- **Government College of Technology, India**
Bachelor of Engineering
Electronics Engineering, 2009

SKILL

- Web Analytics - Google Analytics
- Digital Marketing - AD tech stack
- Tracking - Google Tag Manager
- Reporting & Analysis - Tableau/PowerBI
- CRM - Salesforce (Leads/sales Analysis)
- Email - Marketing Cloud & automation
- Content Strategy - Search data & CMS
- SEO - MOZ, SEMRush
- Omnichannel Campaign analysis
- JavaScript, HTML / CSS and SQL, Canva
- Statistical Analysis and data modelling

CERTIFICATIONS

Google Analytics Individual Qualification
Advanced Google Analytics
Google Tag Manager Fundamentals
Google Adwords

Navaneeth Murali

Marketing Analyst & Strategist



PROFILE

MBA graduate with a penchant for connecting different datasources inorder to develop analytical solutions for cross channel marketing campaigns and seamless online user experience. Looking to learn new technologies and methodologies that makes the analysis and data visualizations more actionable and results driven across the organization.

WORK EXPERIENCE

Nila Business | Owner / founder, Chennai, India *2022 – Present*

Started this small startup, that specializes in design, production and supply of custom designed marketing and communications solutions to TamilNadu state Government. With a revenue of close to a million USD in 2022 FY.

Three full time employees and several contractors work in my company.

Blue Cross Blue Shield of Nebraska | Market Strategy Analyst, Omaha, Nebraska, USA *2015 – 2021*

Admin for Google Analytics and GTM account managing 9 customer facing websites and 3 vendor websites and 2 mobile app, Google Tag Manager, Marketing Cloud, MOZ - Email design, SEO and optimizing CRO and Email performances. Utilize the analytics stacks to visualize the Campaign KPIs and other data to sales and marketing managers inorder to create strategies in accomplishing our business goals with improving ROI.

NewYork Beef Council | Marketing Intern, NewYork, USA *Summer 2014*

Managed the Google Analytics account, Social Media accounts, Email marketing tool and monthly newsletter.

Tata Consultancy Services | Software Engineer, Chennai, India *2009 – 2013*

Developed, tested and maintained the Software for the Account Recievable Citi creditcards North America transactions and balance transfers. Youngest Business Analyst in the identifying and executing assets sales or sale of high risk credit accounts.

ADDITIONAL INFO

Currently in H1B Visa and would require a visa transfer.
Willing to relocate anywhere in USA and also remote opportunities.

NAVANEETH (NAVI) MURALI

(402) 637-1965, navaneethmurali.mba@gmail.com / <https://github.com/Navi-Analyst/>

EDUCATION

Harrisburg University of Science and Technology, Harrisburg, PA

ongoing

Masters of Science, Concentration: Data Analytics, GPA: 3.6 (3 classes to graduate)

Syracuse University, Martin J. Whitman School of Management, Syracuse, NY

May 2015

Masters of Business Administration, Concentration: Marketing, GPA: 3.4

- My paper on Social Media Digital Video Advertisement was selected and published on Neuro Talent of the Year 2013, conducted by NmSBa (Neuro-marketing Science and Business Association), April 2014

Government College of Technology (GCT), Coimbatore, India

May 2009

Bachelor of Engineering, Concentration: Electrical and Electronics Engineering, GPA: 3.6

- Created a robot that won first place in an international robotic competition. In March 2008, an article in the 3rd largest national newspaper in India explained my robot's capability - it helps firemen locate trapped people in fires.

EXPERIENCE

Nila Business, Chennai, India

08/21-now

Owner / Proprietor

- Over a million dollars in revenue and sales annually, exclusive supply of marketing / communication / awareness and educational materials in the form of various digital and printed mediums supplied across the state of tamilnadu in 45 districts and corporations.
- Plan and execute the projects, starting from funding, paperwork, procurement and production through our network of vendors and logistic strategies on supplying all the materials at the agreed timeline at over 40 locations across the state.
- Supervise three full time employees (Business Development Manager, Logistics Manager and Office administrator) and contractors and vendors on project basis.

Blue Cross Blue Shield of Nebraska, Omaha, NE

11/15- 08/21

Marketing Strategy and Analytics Analyst

- Optimized the home page and increased the traffic to the campaign landing page by 30% and reduced the overall cost per web lead by 25% from \$210 to \$160 per lead. This created a total monthly saving of \$10,000 in our digital marketing budget.
- Analysis of paid search keywords performance and user experience (UX) in our website led to a saving of 20% in our overall digital cost in Adwords SEM campaigns by ignoring certain profiles and audiences.
- Deep analysis of our email campaign (Salesforce Marketing Cloud) and the mobile app store data led to an improvement of 10% in overall conversion rates / App downloads.
- Created the roadmap and coordinated with the Business Intelligence and Marketing team to develop an attribution model on multi touch campaigns involving multiple Direct Mail, Email, Direct calls to the same users depending on their preferences and position in the conversion funnel, Thus helping in campaign budgeting decisions on which medium of communication to further invest in reaching our target prospects and retaining customers.
- Own and maintain the Blue Cross Blue Shield of Nebraska's Google Analytics, Data studio and Decibel Insights (Heatmaps, mouse clicks) account for Aggregate and individual web properties and analytical reporting for our 9 customer facing websites and 3 vendor websites and 2 mobile app Google analytics property as admin.
- Admin of Google Tag Manager to publish various tags, custom Javascript (to populate custom dimensions), pixels, goals, conversion and push web data to GA custom dimensions/variables/events for different pages/domains and ensure the right data is captured and sent to GA and other ad platforms. Establish link between cross domain and vendor web domain to capture complete web traffic data. Using ghostery and tag assistant tools to diagnose the deployment and UAT test the tags and data collection.
- My Machine learning model (Regression) in R predicted the demography and Insurance Broker profiles who are more likely to convert a lead or make a sale.
- Predictive Modeling (ML) : Used Python to develop a predictive logistic regression model to forecast the conversions, lead to sales conversion and whether the user downloads our mobile App or not. Used Salesforce lead data combined with demographic, geographic (Zip code within state of Nebraska) and psychographic (Experian vendor data) and Behaviour data (Email open, call attended, visits, risk score based on health) to better understand our leads / prospective customers and which cluster (K-means clustering) or segment of our customers will convert.
- Use Tableau to extract data from multiple sources and create data visualizations and publish executive interactive dashboards to tableau server and customized reports for our leadership team with analysis, insights and recommendations on ongoing campaigns through PowerPoint presentations. Maintain the marketing report cadence with periodic automated reports.
- Create interactive dashboards in the salesforce sales cloud for our sales team to funnel view the pipeline opportunities in stages and in product categories/ Agents / Brokers sales performances/closing rates and lead scores.
- Use SQL Server Management tool to connect to our databases (Microsoft Azure Data lake) and extract required data from different tables and views, thus reducing the wait time from our BI team to execute our marketing team requests.
- Design A/B/n testing strategies for our Digital Marketing campaign by selecting the audience model, hypothesis, and then run experiments via Optimizely and Google Optimize on landing pages by changing content blocks, hero images, web lead form fields and reporting back on winning strategy.

- Email Automation - Create and map different data extensions in Marketing cloud and design Email journey automation as per campaign requirement from product managers and create performance reports on demand.
- Created the website and webpages signoff checklists and UAT test cases comprising of tasks that the web developer needs to complete in order to have the correct analytics tags, custom javascript codes to pass the data to salesforce and other custom dimensions, such that the leads are mapped to the correct campaign and lead source, SEO improving keywords and elements (HTML tag data), GDPR compliance clauses and options, Approved Brand logo and colors, backend connections to the Marketing cloud so we capture the user contact informations.
- Website design (understanding which stage of conversion the users exit our domain and redesigning the user flow).
- Ownership on our search engine tool (Cludo, Google Custom Search) for our website and Google webmasters tool.
- Practices the best SEO strategies to improve user experience by using the available SEO tools like siteimprove and MOZ to keep track of our scores and competitors SEO metrics and constantly updating.
- Sentiment analyze (Azure Machine Learning) Website, Email and phone IVR survey data (FCR Metrics) from SQM group and present strategies to Exec team to improve website contents and reduce customer service calls and wait time.
- Analyze and report on SEM and Display Campaigns on Adwords, Bing ads, Facebook Ads Manager, LinkedIn Marketing Solutions ads, Doubleclick using historical performance data, google trends and keyword planner.
- Work with our product managers & ETL team to perform cost analysis and generate weekly and monthly reports by campaigns to determine the impact of Brand and marketing campaign like livefearless, display, email, social, search engine, Youtube and other traceable non-digital campaigns (TV, Radio, BillBoards, direct mail, Post card, etc...,)
- Analyze the historic user behavior data and create user profiles via demographic and psychographics data (Experian profiles) and recommend actionable strategies for future campaigns and calculate the ROI for the past digital marketing campaigns and learn ways on improving the ROI
- Content development - Work with our news and communications team to analyze the industry trends and market research data from customer insights team and insite search terms and keywords to help develop digital content.
- My analysis revealed that 1/3rd of the clicks from our Email campaign went to YouTube with no call to action so I created backlinks and cards in YouTube videos to retain this lost traffic back to our domain.

NEW YORK BEEF COUNCIL, Rome, NY

06/14- 08/14

Intern Digital communication and social media research

- Analyzed the website traffic via Urchin and Google analytics and created weekly reports on web traffic behavior
- Scrutinized the Council's past 20 months of social media ad campaigns, made recommendations and created new advertisement campaigns on Facebook for the month of July - August, and increased the web traffic by more than 20%
- Managed the social media profiles (online events/sweepstakes) on Facebook, Twitter, Pinterest, Instagram, other Nutritional Bloggers and text campaigns using tools like eztexting.

TATA CONSULTANCY SERVICES, PVT., LTD., (TCS) Chennai, India

12/09 – 3/13

A global top 10 technology firm, the largest IT provider in India, and a blue chip company on the Bombay Stock Exchange

Maintenance Team Module Leader, CITI North America Credit Card System (5/12 - 3/13)

- Led a team of four people in software coding projects for CITI credit cards Accounts Receivable system, and assessed the team before undertaking new projects
- Monitored more than 1 million credit card transactions daily to prevent any abnormal financial activities in the account or bugs in software
- Assessed and interviewed candidates to determine their technical knowledge for software development team
- Trained the new recruits on understanding Credit Card systems, Accounts Receivable, Business Analyst, created case studies, designed assignments and exit interviews
- Interacted with clients and interpreted their business ideas into software code in the IT platform and automated the manual business process to minimize business operating cost

IT Business Analyst, Asset Sales, CITI North America Credit Card System (1/11 - 4/12)

- Organized stakeholders requirement gathering sessions to write the Business Requirement Document (BRD), Functional Requirement Document, UI prototype diagrams and Use Case diagrams
- Coordinated with IT developers and Stakeholders from 3 different time zones and scheduled BRD walk-through sessions
- Created E0 initial project delivery Estimates / Man power hours for various IT teams and platform for every project
- Helped the QA (Quality Assurance) team on designing UAT test cases and other Change Request Management
- Analyzed the IT system and involved in process mapping and data mapping between different IT platforms
- Automated the CITI cards and American Express transactions reporting for compliance and saved \$79K/Year, managed an asset sale project between Citi Cards and CIBC bank worth nearly \$2 billion
- Managed the record and document keeping activities by maintaining the repository of all the meeting minutes and various versions of BRD, FRD, Estimates, UAT Test cases and archival process
- Created and analyzed dollar level balancing reports on sold accounts to ensure a smooth sale of assets by various dry runs before the actual transfer

Primary Software Developer (12/09 – 12/10)

- Involved in all the stages of a software development life cycle planning, design, development, testing and installation of final software product
- Created project design documents, unit test cases, developed software and performed error tracking and bug fixing in HP Quality Control tool

EXPERIENTIAL LEARNING

RICELLI ENTERPRISES INC., Global Supply Chain Analyst - Academic Consultant

Summer 2015

- Analyzed the business (Precast concrete business) establishment cost, logistics cost of raw materials from their headquarters in New York to Uranium and potash mines in Saskatchewan province in Canada
- Researched Canadian government policies, competition, financial incentives, cost structure, Precast Concrete industry growth, trends and risks to create pricing models and marketing strategies.

NATIONAL GRID, Academic Data Analysis Consultant

Fall 2014

- Analyzed the customer gas and electric consumption data by Zip-code and different time of the day, and determined trends for customer availability for maintenance work using SPSS regression models

POLARIS LIBRARY SYSTEMS, Market Research Analyst - Academic Consultant

Summer 2014

- Researched the competitors as well as interviewed and surveyed (online Via Qualtrics) big private and public library managers on the West coast to understand the reason for Polaris's stagnant market share growth
- Recommended to improve customer service and tighten their time-consuming post-install services

SYRACUSE NEW TIMES AND FAMILY TIMES, Marketing Research - Academics Consultant

Fall 2013

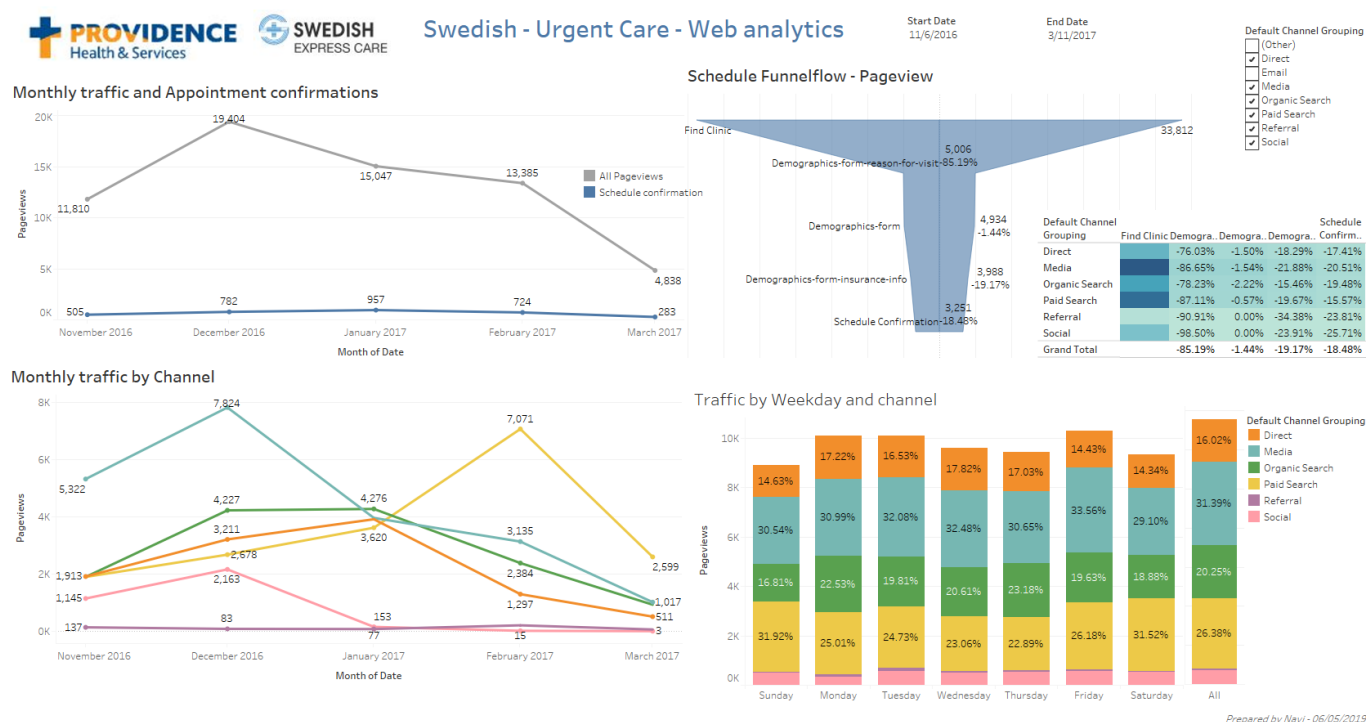
- Researched the market of different demographic readers around the Central New York area using web analytics and survey data. Presented strategies to improve the circulation among the younger readers through print and websites

ADDITIONAL

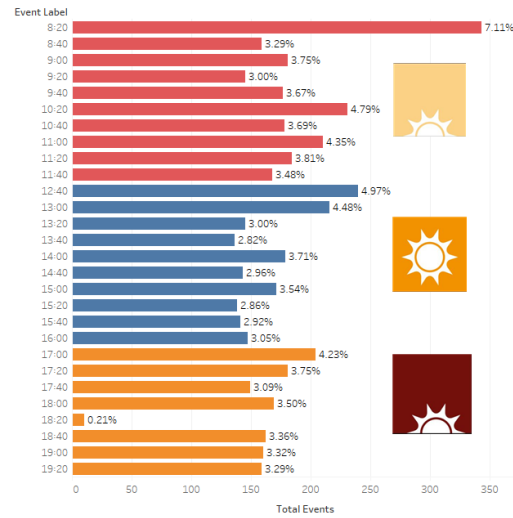
- Certifications: Google Analytics Individual Qualification (GAIQ), Advanced Google Analytics, Google Adwords and Google Video Advertising Adwords certified
- Skills: Google Analytics, Decibel Insights, Webtrends Analytics, Google Tag Manager, Ensignten, Google Adwords, Bing Ads, Facebook power editor and ad management, Sprout social, Microsoft EXCEL VBA Macros, Access, SQL, PowerPoint, Google alerts, Tableau, PowerBI, Salesforce, Marketing cloud (Exact Target), Python, R, Statistical modeling, Canva, MOZ, SEMRush, Javascript, HTML, CSS.
- Volunteer: At the Nebraska and Virginia Humane Society, United Way. 10K for American Lung Association, Half Marathon for Heartland and ran over 1000 miles since 2018.
- Interests: Amateur bodybuilder, running, neuro-marketing, digital advertisements, pricing strategies, consumer behavior analysis, internet startups, aquaponics, data analysis and market research.
- Ready to relocate anywhere in USA and a H1B Visa holder.

Sample Data Viz prepared in Tableau

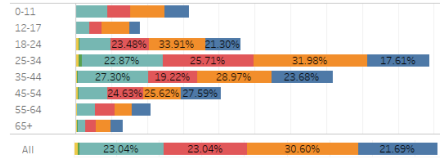
Below are the sample Data Viz / Interactive executive dashboard I prepared in Tableau using the sample web analytics data provided by Providence Health & Services (Washington).



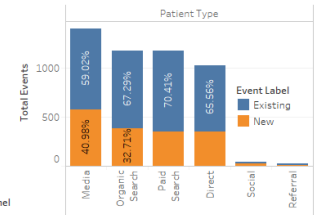
Time



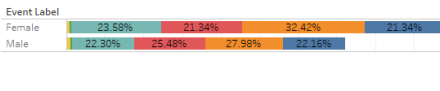
Age



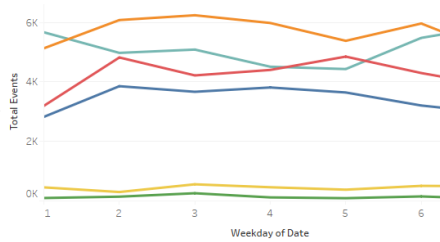
Patient type



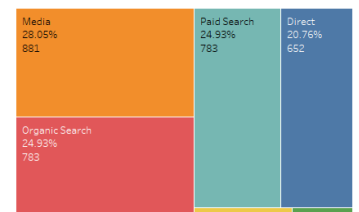
Gender



Weekday - Events



Channel - confirmation

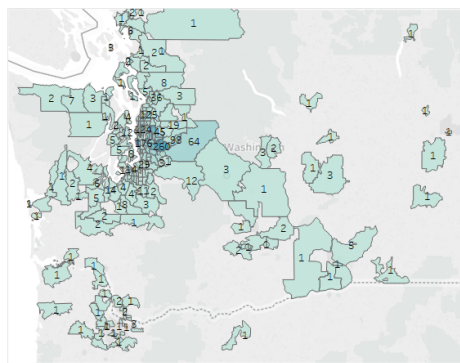


Prepared by Navi - 06/05/2019

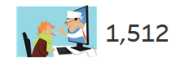
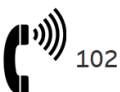
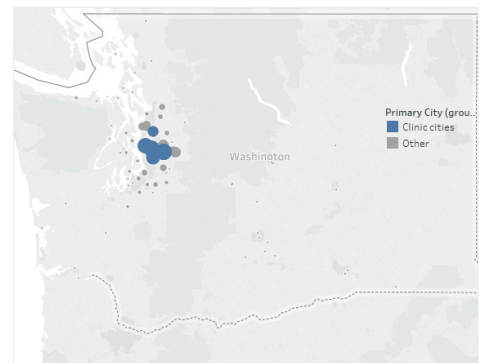
City - Selected Vs Scheduled

City	Total Events		Event Action		% Difference in Total Events from the Previous a...
	Service Location Sel.	Service Location Sch.	Service Location Sel.	Service Location Sch.	
Issaquah	1,587	559			-64.78%
Renton	1,443	486			-66.32%
Pike	1,294	363			-71.95%
Northgate	889	268			-69.85%
Broadway	828	244			-70.53%
Merced Island	679	253			-62.74%
Rainier	677	235			-65.29%
Bellevue	652	197			-69.79%
Bothell	602	196			-67.44%
Kirkland	560	153			-72.68%
Shoreline	357	122			-65.83%
Lake Forest	257	64			-75.10%
SEC Broadway	11	1			-90.91%
Krusenway	2				-100.00%
Grand Total	9,838	3,141			-68.07%

Zip Codes entered



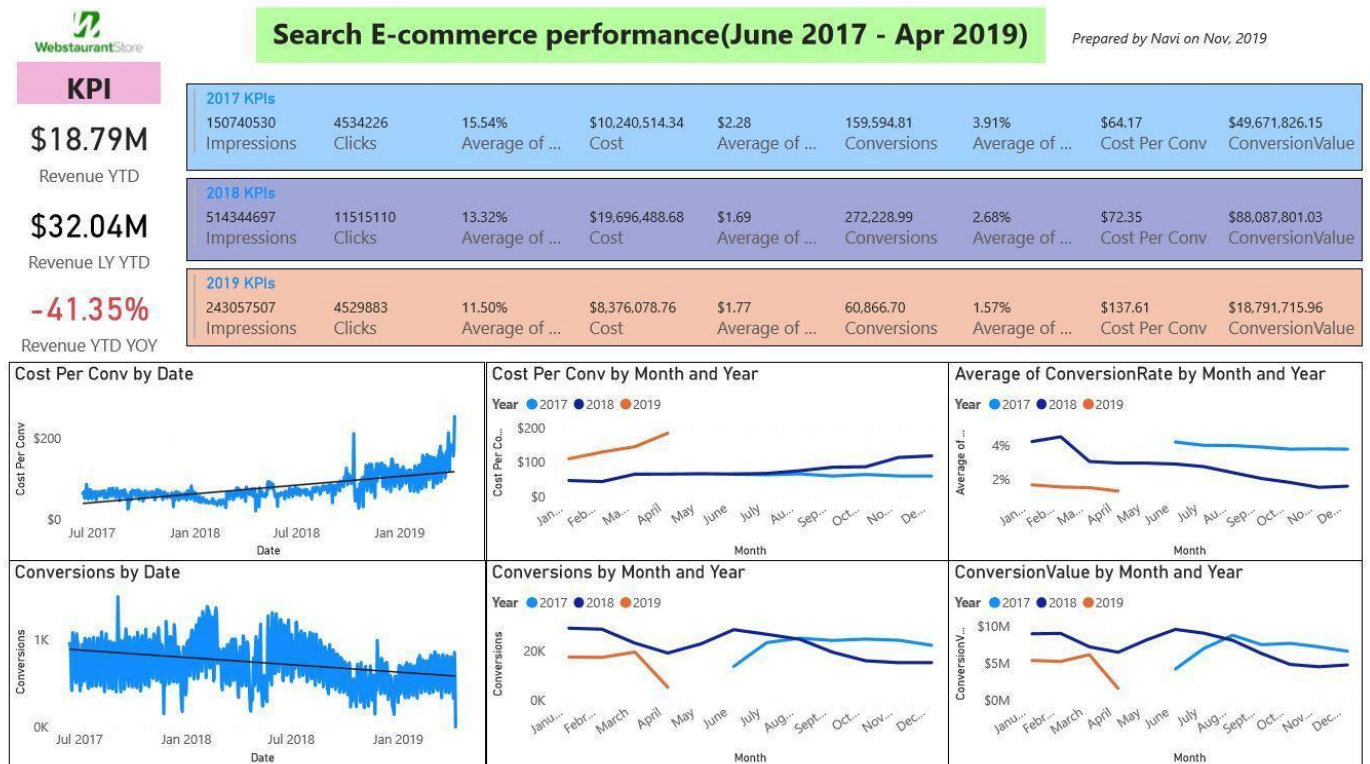
Zip codes entered Vs Zip codes in clinic cities



Prepared by Navi - 06/05/2019

Sample Data Viz prepared in Microsoft Power BI Desktop

Below is a sample Data Viz dashboard I prepared in Power BI using the sample Google Big Query data provided by webrestaurantstore (Pennsylvania) on Oct 2019.



Navaneeth Murali



Omaha, Nebraska
 <https://www.linkedin.com/in/navaneeth-murali-mba-64692263/>

4026371965
 <https://public.tableau.com/profile/navaneeth.murali7129#1/>

navaneethmurali.mba@gmail.com

Welcome to my Vizume (Visual resume) to learn about me. Please call me Navi.

Navi is an Engineer and Analyst by education and work. 7+ years of Exp in Agile work environment. With passion for E-commerce, Analytics, customer experience and visual story telling to aid the business with data driven strategies in acheiving enterprise goals. Motivated by delivering customer centric strategies to grow business and enhancements to bring down the cost.

Data dont lie but there is bad data.

Education



B.E. Electronics Engineering
3.6 GPA
8 Paper and 1 Robot
2005 - 2009



MBA - Marketing
3.3 GPA
Nueromarketing paper published
2013 - 2015



M.S. Data Analytics
3.6 GPA
3 classes to graduate
2016 - now

2006 2008 2010 2012 2014 2016 2018 2020

Work Experience



Software Developer
IT Business Analyst
Module Lead
2009 - 2013



Market Strategy Analyst
Web Analytics Admin
Reporting & Analysis for Marketing & Strategy team
2015 - now

Hobbies

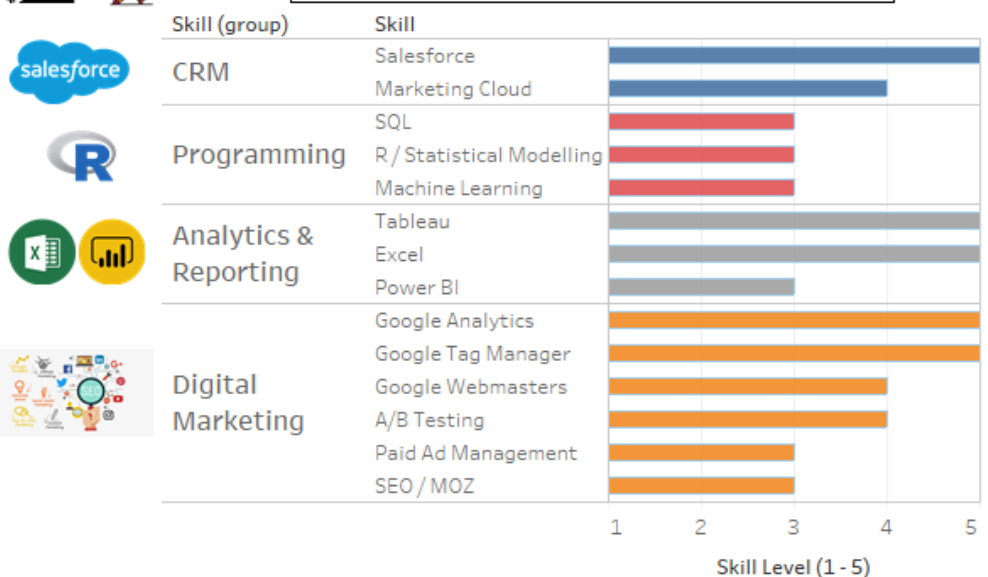


Certifications



Advanced Google Analytics
Ecommerce Analytics : From Data to decisions
Google Tag Manager Fundamentals
Google Adwords - Video Advertising
Google Adwords - Mobile Advertising

Technical - Skillsets



Softskills

Visual story telling
Presentations
Dashboard/tool training
Working across teams
Vendor Management
Agile
INTP



Scan the QR code to view my Tableau public profile and sample data viz published