

Pooja Devaruppala

Sutton, London, SM1

+447442242361 | devarupp@roehampton.ac.uk | <https://www.linkedin.com/in/pooja-devaruppala-b13532161/>

PROFILE

Enthusiastic and driven, MBA graduate and a Computer Science Engineer I am eager to apply my strong technical skills and comprehensive business acumen to contribute to data-driven decision making processes in a dynamic business environment, Looking forward to working in your organization, utilize my interdisciplinary background to fuel business growth.

EDUCATION & QUALIFICATIONS

MBA - Roehampton University, London, U.K.**Sept 2022-current**

- Understood critical analysis of business problems using problem solving tools and effective strategies.
- Examined the changing business environments through a practical capstone business project.
- Familiar with major approaches to problem solving to get reliable results in real time business challenges
- Developed a practical e-commerce business strategy as a part of the Applied research for Entrepreneurial Challenge module.

B. Tech (Computer Science Engineering) - SNIST, Hyderabad, India
CGPA 7**2017-2021**

- Programming languages like C++, Java and Python.
- Big Data Analysis, Data Warehousing and Data Mining; Certified in DBMS.
- Sharpened problem-solving abilities and analytical skills by understanding technical solutions, identifying opportunities, and communicating effectively with both technical and non-technical stakeholders.

12th Intermediate- Johnson Grammar School (ISC), Hyderabad, India
70%**2015-2017****10th Grade - Johnson Grammar School (ICSE)**
81%**2015**

KEY SKILLS

Technical Skills

- Experience in handling Business Intelligence tools like Advanced Excel, Google Suite, Tableau, PowerBI.
- Familiarity with Cloud computing tools; AWS, Microsoft Azure
- Programming Languages- Python, SQL, Java, C++, R
- Relational Database handling using MySQL, Google Sheets.
- Interactive Data visualization, Data cleaning and preprocessing, creating dashboards, reports

Soft Skills

- Excellent Communication skills.
- Problem-Solving and keen attention to detail
- Positive Attitude and continuous learner; Growth Mindset
- Team player and an effective listener.
- Good Presentation skills
- Driven and dedicated towards work. Reliable

PROJECTS

[GITHUB REPOSITORY](#)

WORK EXPERIENCE

Product Database Coordinator | East End Prints

Oct 2023 to Present

Based in the creative hub of East London, East End Prints is a publishing house that is home to a curated collection of graphic art prints and limited editions.

- Converting current product data to dynamic database software and uploading into UNBXD PIM
- Providing descriptive analysis based data-driven solutions to the real-time issues of the business.
- Cleaning existing product data and identifying any possible errors
- Reviewing the different needs of product data and optimizing all fields to meet the clients' requirements.

Financial Officer | Wemakescholars EdTech

August 2021 to June 2022

Startup in Hyderabad, India. The primary vision of the organisation is to help students facing financial challenges to fund their higher studies by connecting them to banks all over India.

- Key responsibilities include listening to the students' requirements, analysing their profile and pre-qualifying the student according to the bank's criteria. Critically analysed their real time problems and gave them practical solutions for their education loans from multiple banks.
- Coordinated with RMs and AGMs of different banks across India and evaluated students' loans; I helped 30+ students from South India secure financial funding to pursue their dreams of higher education.
- Practically understood working in teams, handling CRMs, handling client databases, critically analysed problems, strategically solving them and meeting monthly deadlines evaluating 6+ loans every month. I learned more about leads to sales conversions and gained valuable experience by working in a startup.

SEO and Digital Marketing Internship | Socialight, Hyderabad

April 2019 to July 2019

Digital Marketing company in Hyderabad, India.

- Worked with real-time clients and optimized their websites, increasing their SERP from 12 to 5 within 4 months. Learnt about Google analytics and Facebook marketing.
- Managed social media handles for their e-commerce platforms and worked to increase website traffic.
- Increasing the SERP rankings of clients' webpages. Gained knowledge about On-site and off-site SEO

ADDITIONAL INFORMATION

Organizing Head, Techvision Club, SNIST

2019-2020

Organized technical and non-technical workshops at both intra and inter levels in college.

Coordinator, Arts Club, SNIST

2018-2019

Arranged college events and organized various fests

Attended the skill development workshop organized by FACEPREP

2020

Learnt various technical and non-technical skills in the workshop

TRAINING

Data Analysis Essentials by CISCO [2023]

Crime News Detection using ML (Major Project) [2021]

Web Development in Java,C,C++ by Glamfits [2020]

NPTEL course in Database Management Systems [2018]

INTERESTS & HOBBIES

Art, painting & sketching; Mandala art

Fitness - Aerobics, Zumba and Yoga

Reading Books

LANGUAGES

English; Hindi; Telugu.