

PREETHI YADAV

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EDUCATION

Simon Business School, University of Rochester

Rochester, New York

Master of Science in Business Analytics (A STEM-Certified Program)

December 2025

- Merit Scholarship Recipient
- Coursework: Marketing strategies, Consumer Economics, Predictive and Causal Analytics, Data Management, Communication

Loyola Academy Degree and PG College

Hyderabad, India

B.Com Honors in Strategic Finance

June 2022

- Coursework: Marketing Policies, Statistics, Economics, Accounting, Finance, Consumer Psychology
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PROFESSIONAL EXPERIENCE

Converge Edtech Pvt Ltd

Hyderabad, India

Consulting Chief Financial officer

October 2023 - April 2024

- Enhanced digital visibility through targeted marketing campaigns and SEO strategies, driving top-tier rankings for the educational loan sector.
- Conducted competitor analysis using A/B testing and data insights to improve strategic marketing decisions by 15%.
- Boosted user engagement and conversion rates by 90% through personalized campaigns and data-driven consumer insights.

WeMakeScholars

Hyderabad, India

Business Analyst

June 2022 - June 2023

- Designed and executed multi-channel marketing campaigns (email, website, and social platforms), achieving a 90% increase in user engagement.
 - Utilized Salesforce, Google Analytics, and Python for tracking and optimizing campaign performance.
 - Conducted competitor analysis and implemented new digital strategies, contributing to a \$32M revenue growth.
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EXPERIENTIAL LEARNING

Commondove

Hyderabad, India

Student Supervisor

December 2019 - September 2020

- Increased event participation by 75% through strategic social media campaigns and announcements targeting over 3,000 students.
 - Managed a team of four representatives to communicate event updates and create engaging content for students
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RESEARCH

Analysis of Smoking and Drug Use Trends for Public Health Strategies

November 2024

- Conducted quantitative analysis for CDC using clustering algorithms and causal inference, identifying high-risk groups affected by substance use and tobacco, and delivering predictive models to guide targeted public health interventions and resource optimization.
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SKILLS

Tools & Platforms: Photoshop, Video Editing (Adobe Premiere), Tableau, Python, SQL, Google Suite (Docs, Slides, Sheets), Slack

Other Skills: Content Writing, Digital Strategy, SEO Optimization, A/B Testing, Consumer Psychology, Storytelling, Consumer engagement.