

# Priyanka Rauniyar

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## EDUCATION

<b>The University of Texas at Dallas</b> <i>Master of Science, Business Analytics &amp; AI</i>	May 2027
<b>University of Wolverhampton, Wolverhampton, England</b> <i>International Master of Business Administration</i>	Oct 2023 <b>GPA 3.64</b>
<b>RK University, Rajkot, India</b> <i>Bachelor of Technology, Information Technology</i>	May 2020 <b>GPA 3.45</b>

## SKILLS

Python, R, MySQL, MongoDB, Machine Learning, Predictive Modeling, Data Visualization(Power BI, Tableau ), Data Cleaning & Preprocessing, EDA, Statistical Analysis, MS Excel, Bootstrap, Social Media Marketing, SEO, Communication.

## PROFESSIONAL EXPERIENCE

<b>Bitmosys Lab</b> , Kathmandu, Nepal <i>Digital Marketing Executive</i>	Feb 2022-Aug 2022
<ul style="list-style-type: none"><li>Developed data-driven marketing strategies that optimized digital campaigns and improved ROI by 12%.</li><li>Conducted market and user analysis, presenting findings that informed 3+ community outreach initiatives.</li><li>Collaborated with a 5-member team to organize promotional events, strengthening coordination and leadership skills and boosting customer reach by 18%.</li></ul>	

**Vyobotics**, Singapore Oct 2020-Oct 2021  
*Research intern*

- Implemented machine learning model for IOT in robotics, improving predictive accuracy by 15%.
- Collaborated with an international team to deliver technical presentations, mentoring peers on IoT applications.

<b>Immobile Design</b> , Ahmedabad, India <i>intern</i>	Jan 2020-May 2020
<ul style="list-style-type: none"><li>Designed and developed UI for iOS app, delivering a user-friendly experience for student users.</li><li>Optimized databases, enhancing app performance and mentoring new interns on database structuring.</li></ul>	

## LEADERSHIP EXPERIENCE

<b>Women in Science and Technology Group</b> , Executive member, RK University, India	Jan 2018-Dec 2019
<ul style="list-style-type: none"><li>Mentored and supported 70+ students in STEM through training and workshops, peer guidance, and awareness campaigns.</li><li>Designed and organized 3 training sessions and awareness campaigns, promoting inclusivity and confidence in underrepresented groups.</li></ul>	

<b>Techno Planet National Event</b> , Application Integration with Smart Bike	Oct 2019
<ul style="list-style-type: none"><li>Led a 6-member team to design and present IoT based model integration project, recognized at a national-level competition for innovation.</li></ul>	

## ACHIEVEMENTS

<ul style="list-style-type: none"><li>Selected among top 660 young scientists for Lindau Nobel Laureate Meetings, Lindau, Germany</li></ul>	July 2023
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## ADDITIONAL INFORMATION

*Eligibility: VISA, Eligible to work in the US for internships and full-time for up to 40 hours.*