

# RAHUL SAHA

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## KEY SKILLS

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**Analytics:** R, Python, Excel (Advanced), Google Sheets, SQL

**Ad Tech:** Beachfront, SpringServe, Advview, Bidscube, Aniview, Adtelligent, SmartHub, Google Ads

**Visualization:** Matplotlib, PowerPoint (Executive Presentations)

**Machine Learning:** Linear Regression, Logistic Regression, Decision Trees, SVM, KNN, BERT, LSTM

**Optimization Modeling:** Linear Programming (LP), Scenario and Sensitivity Analysis

**Other Tools:** Microsoft 365, Google Workspace, AWS (basic), Grafana, QuickBooks, Canva

## EXPERIENCE

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### ADFERRY

Remote, United States

#### Founding Team - Growth & Strategy Lead

Jul 2023 - Dec 2024

- Led cross-functional growth initiatives in business development, ad tech, finance, and operations, reporting to the CEO
- Strategically managed programmatic campaigns across DSPs and SSPs, resulting in a 25% revenue lift in Q4 2023
- Built and launched company website, designed complete brand identity, and managed all commercial presentations and proposals
- Boosted client retention by 10% through expanded inventory while guiding the sales team to identify upsell opportunities
- Recruited and onboarded staff, supported HR and finance operations, and strengthened compliance and ad quality

### WONDERLO INC

Remote, United States

#### Operations Manager

Oct 2020 - Jul 2023

- Collaborated with the tech team to build Wonderlo's ad server and enhance ad delivery, tracking, and reporting systems
- Oversaw daily ad operations across 50+ partners, improving delivery rates by 20% and scaling programmatic revenue from \$500/day to \$3,000/day through RTB campaigns
- Built interactive dashboards for real-time performance tracking, conducted A/B testing, and implemented fraud detection to ensure high-quality traffic
- Managed relationships with SSPs, ad networks, and media buyers while negotiating CPM-based deals to maximize ROI

### QUANTANITE (FORMERLY TASKEATER)

Dhaka, Bangladesh

#### Senior Analyst

Aug 2018 - Aug 2020

- Worked in the data processing team, handling content moderation, data entry, and data mining using tools like Google Sheets and CRM systems
- Regularly communicated progress, followed client instructions, and flagged issues to ensure smooth task completion

### UNITED FINANCE

Chattogram, Bangladesh

#### Deposit Associate

Dec 2015 - Mar 2016

- Assisted clients with opening deposit accounts and investing in fixed-return products while maintaining strong client relationships
- Supported marketing efforts and ensured accurate record-keeping within core banking systems

## EDUCATION

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### THE GEORGE WASHINGTON UNIVERSITY, School of Business

Washington, DC

#### Master of Science

Expected Dec 2025

- Major in Business Analytics
- Relevant Coursework: Data Management, Machine Learning, Statistics for Analytics, Time Series Forecasting, Responsible Machine Learning, Optimization, Decision Models
- Award: GW School of Business Fellowship Award

### UNIVERSITY OF INFORMATION TECHNOLOGY & SCIENCES

Vatara, Dhaka

#### Bachelor of Business Administration

Feb 2017

- Major in Finance, Banking, and Insurance
- Relevant Coursework: Operations Management, Leadership, International Business, Corporate Finance, Portfolio Management

## CERTIFICATIONS

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Elements of AI – University of Helsinki (Jan 2023) Google Analytics for Beginners – Google (Feb 2021)

Python for Data Science – IBM (Feb 2021)

Edge Academy Certified: Data-Driven Planning – The Trade Desk (Dec 2020)

## SELECTED PROJECTS

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- **Forecasting Monthly Ridership for Capital Bikeshare** – Time Series Forecasting for Analytics Mar 2025 - May 2025  
Applied time series forecasting (ARIMA, Holt-Winters) in R to predict ridership, achieving low MAPE and RMSE.
- **Explainable ML for High-Priced Mortgage Prediction** – Responsible Machine Learning Apr 2025 - May 2025  
Built EBM models on HMDA data (180K+ records), achieving AUC of 0.83 and improved fairness across demographics.
- **Dimensional Modeling and Analysis of the NBA Shots Dataset** – Data Management for Analytics Nov 2024 - Dec 2024  
Analyzed 435,000+ rows of NBA shot data using SQL and PostgreSQL to identify player performance trends.