





RAKSHA KANDASAMY CHANDRAMOHAN

DIGITAL MEDIA DATA ANALYST

CONTACT

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EDUCATION

Bachelor's Degree

Mepco Schlenk Engineering College

2013-2017

- 4 years of studying and projects experience in computer science in various fields, such as Website designing, Android app development, Image processing, and Database management

CERTIFICATION

Google Data Analytics Professional Certificate

2023

- Demonstrated hands-on experience with data cleaning, data visualization, project management, interpreting and communicating data analytics findings. Confidence in transforming complex data into actionable and clear insights. Basic knowledge in Scripting/Programming languages and a solid understanding of database.

Google Digital Marketing & E-commerce Professional Certificate

2024

- Completed a comprehensive online program focused on essential digital marketing skills, including SEO, social media marketing, email marketing, and data analytics. Gained hands-on experience through projects aimed at developing practical knowledge for entry-level roles in the digital economy.

PROFILE

Dynamic and detail-oriented Digital Media Data Analyst with a proven ability to support complex business reviews and leverage data to deliver actionable insights. Experienced in transforming data into compelling narratives that drive strategic decision-making processes. Possesses a strong analytical mindset and excellent communication skills, enabling effective collaboration with cross-functional teams and stakeholders.

WORK EXPERIENCE

Front Desk Administrative

Gurusamy Retail Stores, India

2017-2020

- Greet all clients, manage check-ins, pickups and payment
- Responding to phone calls and emails
- Office management and administration
- Responsible for ordering, tracking and managing office inventory, supplies and purchases
- Ensure all outsourced garments are appropriately tagged, distributed and delivered
- Properly record and document all details, refunds and other failures of process

Process Associate - Search Optimization

Kriya NextWealth Private Limited, India

2024

- Mine Voluminous data and Proficient in Excel
- Need to validate, curate and enrich the data as per SOP
- For a US E-commerce Giant

TECHNICAL SKILLS

- Google Analytics
- Business Analysis
- Tableau
- SQL, BigQuery
- Google Slides
- Dashboards, reports
- Data visualizations
- Ad-hoc analysis
- Google Sheets

SOFT SKILLS

- Detail-oriented
- Team work
- Organizational skills
- Multi-tasker
- Accuracy and Precision
- Strong analytical skills
- Strong problem-solving skills
- Proactive and Quick learner
- Strong verbal communication skills

PORTFOLIO

- Cyclistic Case Study –1 (<https://github.com/Raksha-17/Cyclistic-Case-Study>)
- BellaBeat Fitness Case Study –2 (<https://github.com/Raksha-17/BellaBeat-Fitness-Case-Study>)
- Airbnb Jersey City Case Study –3 (<https://github.com/Raksha-17/Airbnb-JerseyCity-Case-Study>)