

# Shaily Prajapati

West Hartford, CT 06119 | (860) 402-4215 | [shailymprajapati@gmail.com](mailto:shailymprajapati@gmail.com)  
[www.linkedin.com/in/shailymprajapati](https://www.linkedin.com/in/shailymprajapati)

## EDUCATION

**University of Hartford**, Barney School of Business – West Hartford, CT

*Master of Science in Business Analytics*

*January 2022 – May 2023*

*Bachelor of Science Business Administration (Marketing)*

*January 2017 – August 2020*

## SKILLS & CERTIFICATIONS

**Marketing:** SEO, SEM, Social Media Ads, Email Marketing, Google Analytics, Google Ads, A/B Testing, G-Suite

**Design Tools:** Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, Blender

**Data Analysis:** Excel (Pivot, VLookup, etc.), Python, R Studio, SQL, SPSS, Tableau

**Languages:** English, Hindi, Gujarati

**Certificates:** Professional Scrum Master Certification

*May 2023*

## WORK EXPERIENCE

**Graduate Assistant**, Graduate Admissions, University of Hartford

*January 2022 – May 2023*

- Assisted in developing and executing digital marketing strategies to boost international student engagement
- Assisted in optimizing digital marketing campaigns across multiple channels, improving ROI
- Collaborated with content team on SEO optimization efforts, resulting in improved organic search rankings,
- Pioneered communication strategies with international students, leveraging APIs and integrating WhatsApp,
- Demonstrated advanced proficiency in SQL query optimization and data manipulation using Slate CRM,
- Innovatively created an immersive augmented reality (AR) experience for the viewbook using Blender, SparkAR.

**Marketing & Project Coordinator**, Link To VR – Boston, MA

*February – November 2021*

- Managed project timelines and collaborated with creative teams to create and publish compelling marketing materials using Adobe Creative Suite and Hootsuite
- Tracked and monitored email campaign metrics, delivering KPI reports and actionable insights
- Conducted market research to gather insights on target audiences for developing targeted marketing strategies,
- Managed Virtual Reality (VR) events for clients, overseeing all aspects of planning, coordination, and execution.
- Maintained company website, updating content, and images to reflect the latest offerings and promotions,
- Created interactive dashboards and visual reports using Excel to communicate complex analytical findings,

**Digital Marketing Intern**, Benzhor Group LLC – West Hartford, CT

*June – August 2020*

- Conducted in-depth secondary research to gather and validate product data, ensuring accuracy and reliability,
- Employed data normalization, cleansing, and transformation techniques to refine collected data for SEO,
- Assisted in maintaining an updated and organized repository of data using Excel,
- Strategically refined product data to align with marketing objectives.

**Undergraduate Administrative Intern**, International Center, University of Hartford

*April 2017 – August 2020*

- Supported the coordination of international events and workshops, ensuring seamless execution,
- Created theme-aligned digital and printed marketing materials using Canva and Adobe Creative Suite,
- Actively engaged with target audience, gathering feedback and insights to tailor marketing efforts to their needs.
- Assisted in maintaining center's website content, ensuring accuracy of information and optimizing UX
- Generated biannual reports on student enrollment data, providing insights for strategic decision-making,
- Maintained an accurate and updated student records, ensuring efficient organization and retrieval of information.

## LEADERSHIP & ORGANIZATIONAL ENGAGEMENT

**Student Representative:** Board of Regents, University of Hartford

*July 2022 – May 2023*

**Member:** President's Steering Committee on DEI

*September 2022 – May 2023*

## PROJECTS

Predicting Auto Insurance Claim Data

*May 2023*

Machine Learning Techniques to Predict Rain

*December 2022*

Visualizing E-Commerce Company Customer Satisfaction Data

*May 2022*