

SHRADDHA JADHAV

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Education

California State University, Long Beach

2024 - 2026

Master of Science in Information Systems

4.0 GPA

Technical Skills

Languages and Tools: HTML, CSS, C, C++, Python, Java, SQL, NoSQL, Adobe Campaign Classic, Tableau, Power BI, MS Word, MS Excel, Adobe Photoshop, Illustrator

Machine Learning and Algorithms: Regression, Classification, Clustering, Neural Networks, Random Forest, Linear Regression, K-Means Clustering, Decision Trees, Apriori Algorithm and Time Series Analysis (ARIMA)

Frameworks: NumPy, Pandas, Tensorflow, PyTorch

Clouds & Databases: AWS, Azure, Spark, Snowflake, Hadoop, MySQL, PostgreSQL, Databricks

Others: SalesForce, CRM, Data Modeling, Statistical Analysis, Predictive Analytics, Agile Development, Scrum, A/B testing

Work Experience

Plan.Net Technest India Pvt Ltd, Mumbai, India

December 2021 - July 2024

CRM Senior Analyst

Full Time

- Led data-driven projects across multiple European markets for BMW, resulting in a 20% improvement in workflow efficiency and achieving 95% quality compliance through research analysis and data-driven decision-making.
- Managed and optimized campaign deployments using tools like Adobe Campaign, JIRA, and Monday.com, Box- on Cloud increasing reporting accuracy by 15% and enhancing operational efficiency by 10% across various digital platforms.
- Developed and executed cross-channel analytical marketing campaigns based on algorithms using client data, leading to a 25% increase in customer engagement through personalized Email, In-Car, In-App, Push notifications, and Telemarketing strategies using predictive models.
- Conducted knowledge-sharing sessions on machine learning for BMW's regional markets, contributing to a 30% improvement in client satisfaction and operational performance across key regions for US and France.

Merkle Inspire Pvt. Ltd

Mar 2020 - Dec-2021

Associate Software Engineer

Full Time

- Collaborated with US clients and account managers daily, successfully gathering and analyzing business requirements, which led to a 15% improvement in project implementation timelines and ensured 100% alignment with client objectives.
- Led the analysis and scope definition for upcoming projects, providing data-driven insights that increased project outcome accuracy by 20%.
- Managed a complex migration project utilizing tools like UNICA, Adobe campaign management ensuring a seamless transition that improved campaign management efficiency by 18% and reduced downtime by 10% for Merkle clients.
- Collaborated with stakeholders to ensure data-driven decision-making and business process enhancements.

Projects

Hospital Management System (PHP, HTML, jQuery, JavaScript, XAMPP, MySQL)

- Built different modules for patients, doctors, appointments, and billing. Each module interacts with the database to retrieve and manipulate data, ensuring proper management of hospital operations. User inputs are validated on the client side.

E-Marketing Platform for Farmers(HTML, Android, MySQL)

- Analyzed customer data (crop type, seed type, and demand) and integrated it with farmer locations to facilitate better market access and product matching. Mapped end-customer requirements to agricultural outputs, improving the efficiency of e-marketing for farmers. Collaborated on research that led to the publication of a paper in IEEE on agricultural marketing technology.

Climate Data Analysis (SQL, Excel, Python, Tableau)

- Modeled historical climate trends and predicted temperature variations using complex data sets to develop forecasting models with 85% accuracy, enabling proactive responses using statistical tools. Created an interactive Tableau dashboard to display analysis results.

Contact Management System(HTML, MySQL, Django)

- Developed a Django-based contact management portal with user authentication, enabling efficient contact retrieval through search and filtering, and supporting CRUD operations for seamless data management.

Certifications

Adobe Certified Expert - Adobe Campaign Classic Business Practitioner and Developer

Adobe

- Validated expertise in designing, executing, and monitoring cross-channel marketing campaigns. Skilled in audience segmentation, workflow configuration, customer data management, and campaign performance analysis. Demonstrated ability to optimize marketing automation and deliver personalized communication.