

SHRUTI MAHAJAN

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SUMMARY

Data Driven Analytical Professional with 4 years of experience working across industries. Skilled in Excel, SQL, and Tableau. Eager to learn new technologies and bring innovative ideas to the team and help company achieve its goals.

EDUCATION

- Illinois Institute of Technology - Stuart School of Business** (*STEM Designated*) **Chicago, US**
- **Master of Science** – Marketing Analytics (CGPA: 3.6), **Dean's Scholarship Recipient** Expected Dec 2022
 - Relevant Courses: Analytics for Decision Making (Advanced Excel), Database & Design SQL, Business Statistics, Market Research and Engineering (R Studio), Quantitative Marketing Models (Statistics, Data Modeling)
- Jawaharlal Nehru Technological University** **Hyderabad, India**
- **Bachelor of Technology** - Electrical and Electronics Engineering May 2012 - May 2016
 - Relevant Courses: Managerial Economics & Finance Accounting, Structured Programming

EXPERIENCE

- Kaplan Institute, Illinois Institute of Technology - Reporting | Analytics** **Chicago, US**
- Marketing Analyst – Part Time Oct 2021 – April 2022
- Tracked & created performance reports of KPIs using Excel for business leader team, reduced reporting time by 9 hours
 - Increased registrations by 200% by organizing and managing online and offline campaigns for 40+ events in 2 months
 - Analyzed data of market trends, customer insights to develop a compelling social media strategy, increased following by 100% on LinkedIn and 85% on Instagram in 2 quarters
- Silly Monks Entertainment – Media Company – Strategy | Work Management** **Hyderabad, India**
- Assistant Manager – Business Development Aug 2020 – Mar 2021
- Enhanced customer acquisition on YT by +12% that generated +10% growth in ROI by optimizing performance of campaigns across 600 channels identified via monthly reporting
 - Shaped strategies for B2B clients by initiating 8 new business partnerships by negotiating, closing deals worth \$25K
 - Spearheaded the brand partnerships and marketing operations for 3 movie promotions bringing \$42K in revenue
 - Improved efficiency by 60% by preparing ad-hoc reports, documentation, supported affiliate marketing & inbound requests
 - Ran experiments on use cases of issues & created playbooks resulting in 12% better response time for customer support
- Evnzee Technologies - 3D Printing – Product Management | Research** **Hyderabad, India**
- Marketing Manager Feb 2019 - Apr 2020
- Executed a go-to-market strategy for 2 US, Canadian product's distribution by conducting research, competitive analysis, product value proposition, sales, and pricing analysis
 - Negotiating a \$2 MN deal to supply printing products for India's leading defense and research organization – DRDO
 - Conceptualized & executed training workshop and gave product support to 45+ professionals for World's leading Tech Firm
 - Reduced cost to manufacture by 9% by researching raw materials and optimized equipment's run time
- IBM India – Communication | Problem Solving** **Hyderabad, India**
- Technical Process Associate Jan 2017 – Jan 2019
- Performed root cause analysis and resolved 300 tickets/week by providing technical assistance for OS & hardware issues
 - Identified bottlenecks for the billing system and improved time to respond by 35%. Awarded as Star Performer of Quarter

TECHNICAL SKILLS

- **Data Analytics Tools:** R, SQL, Advanced Excel; **Data Visualization** with Tableau, Power BI
- **Certifications:** Tableau Desktop Specialist, Google Data Analyst (in progress), Google Analytics – Advanced

ACADEMIC PROJECTS

- Data analysis for Cruise Line Company – Compiled data sources to interpret patterns in consumer behavior using Advanced Excel - **Pivot tables, VLOOKUP formulas** to determine which segment to market. Built dashboards using Tableau
- Retail Company's Datasets - created a database and stored procedures for tracking sales, product inventory, commission per salesperson using **MySQL & Teradata**, ER diagram creation, and data normalization for Fox core Retail

LEADERSHIP AND EXTRACURRICULARS

- **Co-Founder & Creative Head - Shutterbugs** (College Photography Club) May 2012- May 2016
- **President – Junior Chamber International** (Non-Profit Organization) Jan 2015 – Dec 2015