

Tanya Sharma

tanyasharma4840@gmail.com | +1 (862-440-7629) |
<https://www.linkedin.com/in/tanyasharda226518/> |

EDUCATION

Montclair State University, NJ, USA

Expected May 2026

Master of Science (MS), Business Analytics

Relevant coursework: Applied Business Statistics, Data Visualization, Data Wrangling and Analysis, Database Systems and Management, Optimization Methods, Artificial Intelligence for Business.

Punjabi University, Patiala, India

Aug 2020- May 2023

Bachelor of Commerce (Honors)

Technical Skills

Technical Tools: Microsoft Office (Excel, PowerPoint, Word) | Google Workspace | Canva | Adobe Creative Suite

Project Management: Event coordination | Organizational skills | Time management | Team collaboration

Marketing & Analytics: Google Analytics | SEO | SEMrush | HubSpot | CRM | Data analysis | Content optimization

Communication & Content: Strong writing & editing | Public speaking | Internal newsletters | Blog management | Content marketing

PROFESSIONAL EXPERIENCE

CAST Graduate Student Coordinator:

New Jersey, USA

Montclair State University

Nov 2024 – Present

- Created internal newsletters using Microsoft Office and Google Workspace, implementing structured content strategies that boosted student engagement by 25%.
- Organized and facilitated interactive workshops via MS Teams and Kahoot, applying gamification techniques to increase knowledge retention by 20%.
- Managed a team of 10+ tutors by leveraging CRM systems and Navigate, optimizing student support services and reducing resolution time by 30%.
- Developed a standardized knowledge-sharing process for tutors, utilizing training materials and hands-on exercises that improved efficiency by 35%.

SEO Executive:

Mohali, India

Performance Max

Dec 2023 – May 2024

- Optimized website content by conducting SEO audits using SEMrush and Google Analytics, resulting in a 35% increase in organic traffic.
- Implemented A/B testing on meta descriptions and CTAs, refining keyword placement and content strategy to increase CTR by 18%.
- Developed structured internal linking strategies and improved page load speed, reducing bounce rates by 15% and increasing dwell time.
- Designed content strategies using HubSpot and Canva, creating data-driven blog posts that improved user engagement by 28%.

Human Resource Intern:

Nangal, India

National Fertilizers Limited

June 2022

- Drafted and distributed internal newsletters using Google Workspace and Microsoft Office, ensuring clear communication and increasing employee engagement by 22%.
- Implemented a data-driven employee feedback analysis using Excel, SQL, and Tableau, identifying trends that enhanced workforce productivity by 18%.
- Developed and executed an internal training program, incorporating leadership workshops and interactive content, resulting in a 15% improvement in retention rates.
- Optimized recruitment workflows by utilizing ATS and LinkedIn Recruiter, reducing screening time by 20% while improving candidate quality.

ACADEMIC PROJECTS

LA Airbnb Listing | Data Analysis with Python

Dec 2024

Developed a data analysis pipeline to analyze pricing trends and occupancy rates in Airbnb listings, helping hosts optimize pricing strategies. Cleaned and processed data using Pandas, created visualizations with Matplotlib and Seaborn, and provided actionable insights on rental performance.

Zedplus Accounting & Finance | SEO Optimization

Dec 2023

Enhanced website visibility and client conversions by optimizing SEO strategies. Conducted keyword research, improved on-page SEO, and tracked performance using SEMrush and Google Analytics, leading to increased organic traffic and engagement.

Playhouse Preschool | PPC Campaign Management

March 2024

Designed and executed targeted Google Ads campaigns to drive traffic and parental engagement for an early education website. Monitored campaign performance, adjusted bidding strategies, and optimized creatives for improved ROI.