

# Ajit Paudel

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## PROFILE

Final-year Master's student in Business Analytics at Macquarie University with expertise in business analysis and consulting. Experienced in maintaining and optimizing digital systems with a strong foundation in data-driven decision-making, stakeholder engagement, and strategic development. Passionate about using technical skills to contribute to projects focused on educational and mental health services and a strong willingness to upskill quickly in related technologies.

## SKILLS

- **Data Analysis & Visualization:** Proficient in Python, R, SQL, Alteryx, Tableau, and Microsoft Excel for data cleaning, modeling, and creating impactful visual insights.
- **Communication & Collaboration:** Effective verbal and written communication skills, with the ability to work autonomously and collaborate with internal and external teams.
- **Technical Skills:** Programming (Python, SQL), Data Manipulation, Automation, Performance Reporting.
- **Soft Skills:** Analytical Thinking, Attention to Detail, Teamwork, Adaptability, Problem-solving, and Time Management.

## EDUCATION

**Master of Business Analytics**  
Macquarie University

**Jul 2023 – Jun 2025**

- **Relevant Courses:** Managing Technology, Big Data, Data and Visualization in Business, Data Science, Techniques in Business Analytics, Management of Data, Analytics, and Change.
- **Societies & Activities:** Australian Computer Society (ACS), Global Leadership Program (GLP), Peer Mentor, Executive Member - Macquarie University Nepali Student Association (MUNSA).
- **Current WAM:** 80.625

**Bachelor of Business Administration**  
Kathmandu University, Nepal

**Aug 2015– Jul 2019**

- **Relevant Courses:** Strategic Management, Operations Research, Understanding Consumers' Behavior, Marketing Research and Applications.
- **Awards:** Performer of the Year 2018, Winner of Experimental Bootcamp (BUCSBIN - Building University Capacity to Support Business Incubation in Nepal).

## WORK EXPERIENCE

**Student Ambassador**  
Macquarie University  
Sydney, NSW, Australia

**Nov 2023 - Present**

- Enhanced student experience by managing and resolving inquiries with effective communication and problem-solving, maintaining high standards for data security and privacy.
- Supported various student engagement activities, liaising with internal departments to provide a seamless student experience.

## **Social Media Coordinator / Graphic Designer**

**Sep 2023 – Mar 2024**

Project Works Design  
Tuggerah, NSW, Australia

- Conducted data analysis to optimize advertising strategies, resulting in a 20% increase in lead generation.
- Automated performance reporting through programming, improving efficiency in data analysis processes.
- Applied business analysis techniques to refine content strategy, achieving a 15% increase in user engagement.

## **Business Development Executive**

**Aug 2021 – Mar 2023**

Innovate Tech Private Limited  
Kathmandu, Nepal

- Identified and capitalized on market expansion opportunities, significantly increasing client acquisition.
- Developed tailored solutions in collaboration with product teams, enhancing client satisfaction and retention.

## **PROJECTS**

### **Impact of Social Media on Consumer Purchase Intent**

Goodlife Beverages

- Conducted comprehensive analysis using sentiment analysis and NLP to identify key drivers of consumer behavior.
- Provided strategic recommendations that resulted in a 15% increase in online sales by optimizing digital content strategy and influencer partnerships.
- Developed automation workflows that streamlined reporting, supporting data-driven decision-making for future campaigns.

## **VOLUNTEERING**

### **Library Establishment**

- Spearheaded the creation of a library at Shree Kalika Secondary School, providing access to educational resources for students.

### **Earthquake Disaster Relief Volunteering**

- Coordinated relief efforts under the Government of Nepal, Office of Prime Minister, and Council of Minister.

## **HOBBIES**

- Volunteering and Mentoring
- Travel and Exploration

## **REFERENCE**

Available upon request.