A data-driven analytics leader with 10 years of experience specializing in lifecycle marketing, customer segmentation, and A/B testing to drive engagement and LTV. Proven expertise in translating complex data into actionable strategies for email, social, and web channels.

**EDUCATION**

## University of the Cumberlands. Williamsburg, KY

*Ph.D. in Information Technology with specialization in AI***,** Cumulative GPA: 4.00/4.00 Aug 2024 - Present

## Southern Methodist University, Cox School of Business Dallas, TX

*Master of Science in Business Analytics,* Cumulative GPA: 3.79/4.00Aug 2021

**RV College of Engineering** Bangalore, India

*Bachelor in Industrial Engineering and Management,* Cumulative GPA: 9.08/10.00Jun 2015

**TECHNICAL AND LEADERSHIP SKILLS**

**Technical Skills**

Excel • Databricks • Python • SQL • PowerBI • Tableau • Google Analytics • CDP • Machine Learning • AI Agentic Applications

**Leadership Skills**

Team Leadership • Mentorship • Strategic Planning

**LEADERSHIP AND PROFESSIONAL EXPERIENCE**

**Vizient Inc.** - Group Purchase Organization and Healthcare Performance Improvement Company Irving, TX

*Marketing Technology Lead* Jan 2023 - Now

* Oversaw GA4 migration efforts in coordination with respective website/application owners to continue collecting web engagement data post Universal Analytics sunset due July 2023
* Serve as the formal mentor for junior analysts, guiding their technical and professional growth and reviewing their work.
* Driving customer engagement by leading a lifecycle marketing A/B testing program across emails (Pardot), social media (LinkedIn), Google Ads, web personalization (CDP) and other channels along with campaign level incrementality testing
* Built data flows using internal Data Lake and API calls with Azure Data Factory, Python and Alteryx enabling automatic refresh
* Saved $100K+ annually by building a LinkedIn APIs-based data pipeline that identifies companies that engaged with our ads

*Senior Marketing Analyst* Sept 2021 – Dec 2022

* Led marketing technology solutions with end-end integration of Pardot, Google Analytics, Google Ads APIs respectively to provide actionable insights on multi-channel campaign performance optimization across the marketing vertical
* Processed marketing data using Alteryx and visualized on Tableau and PowerBI for respective stakeholders every month
* Configured Google Tag Manager first party cookies and sent engagement info as custom dimension on Google Analytics, therefore, delivering over 4% conversion rate with our target suppliers and providers

**One Technologies** – Consumer Credit Score Reporting and Monitoring Product CompanyDallas, TX

*A/B Testing, Optimization and Risk Intern* May 2021 – Aug 2021

* Performed A/B Testing on new features and UX/UI changes to optimize Conversion Rates, Revenue Per Sign Up within 80% confidence interval and power 0.8+ using t-tests
* Monitored risk metrics as VISA RIS $, RIS Rate, User Disqualification Rate and VISA and MasterCard Chargeback Rate to stay below a threshold as per regulatory compliance and performed data analysis to identify the causes of increase in risk metrics

**Think201 Creative Studio** - Tech Products Design, Development and Consulting Agency Bangalore, India

*Chief Products Officer* Nov 2016 – Mar 2020

* Planned, managed engineering and UX/UI teams and developed go-to market strategy for minimum viable product (MVP) of a proprietary team productivity tool following agile project planning methodologies
* Brainstormed with clients to ensure the products met the business needs with thorough competitive and business viability analysis
* Co-founded a full-service digital marketing Agency First Launch, in July of 2017, serving both B2B and B2C clients and grew it by at least 50% YoY in the first 3 years
* Derived insights on possible areas of campaigns’ optimization and generated ROAS as high as $25 for every $1 spent on ads
* Developed a machine learning model in Python to identify and segment high-value potential customers, creating targeted audiences in Google Ads that improved campaign efficiency
* Built an integrated system of analytics tools like Google ads and Search Console data with Facebook and Google Analytics using Google Tag Manager to measure effectiveness in leads generation with metrics like marketing ROI and Return on Ad Spend
* Co-founded an experiential learning hub for programs on Digital Marketing, Quality Assurance, Web Development and more as a new business unit to host over 7 cohorts of programs in 6 months since its inception in July of 2018
* Improved organic subscription rate by over 40% QOQ by collection and analysis of intricate product usage behavior data

**SELECTED LEADERSHIP ACHIEVEMENTS**

**Digital Marketing Analytics and Product Management at Think201, First Launch and ikigaiHub**

* Improved our clients’ customer lifetime-value (LTV) through end-to-end marketing analytics resulting in MRR growth of 50+%
* Applied data-based digital marketing optimization strategies to generate 25x return on ad spend (ROAS) for a healthcare provider
* Introduced a hybrid billing model of fixed quote and resource-based hourly billing rate, for early-stage startups, to deliver tech solutions and consultation services, which improved both contract value and renewal rate of existing clients
* Increased working capital by 3x in FY17Q4 (Jan-Mar) by promptly delivering products and reducing accounts receivable days

**PERSONAL PROJECT**

* Built a dashboard to compare COVID19 cases growth between states of India using Python’s Bokeh Visualization Library and deployed it on AWS T2 micro instance at http://covid19analysis.live for $0 running cost
* Developed an [AIAstrology app](https://aistro-frontend-stage.onrender.com/) using Gemini2.5 pro and Vedic/Western Philosophy astrology books using RAG framework by saving R&D time and CAPEX multifold through the use of agentic IDE, Cursor