

TANVI LAMBA

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EDUCATION

University of Illinois Urbana-Champaign, Gies College of Business

Master of Business Analytics | GPA 4.0/4.0

May 2024

Bharathidasan University – BIM, Trichy

Master of Business Administration | GPA 8.0/10.0

Apr 2015

University of Delhi – Delhi College of Arts & Commerce

Bachelor of Arts [Hons.] Economics | GPA 7.3/10.0

Apr 2013

SKILLS

Business Analytics Tools: Python, R, SQL, MS Office, Knime, Redshift, Excel, BigQuery

Business Intelligence Tools (BI): Tableau, PowerBI, Data Studio, AWS Quicksight

Customer Relationship Management (CRM): Salesforce, HubSpot

Marketing: Google Ads, Meta / Facebook Ads, LinkedIn Ads, Google DV360 (Google DCM), Bing Ads, Google Analytics [UA, 4], Salesforce Marketing Cloud, Campaign Measurement, Asana, Zapier, Supermetrics, Google Optimize, Optimizely, HotJar, Google Search Console, SEMRush, Slack, Basic HTML, SEO (On-page and Off page optimization), Google Trends

Certifications: Tableau Desktop, Azure Fundamentals, Knime, Google Ads, Certified Associate for Project Management

PROFESSIONAL EXPERIENCE

Whispir, Marketing Analyst

Jan 2022 – Dec 2022

- Led a team of three to successfully create, manage, audit, measure and monitor global omnichannel SEM campaign strategy (Google Ads, Bing, LinkedIn Ads, FB Business Manager Ads, DSP, Programmatic Ads) achieving \$5 million revenue
- Partnered with cross-functional teams to create a real-time web analytics dashboard using Tableau monitoring the campaign insights and drive data-driven decisions based on key performance indicators (KPIs)
- Enhanced data tracking and tagging with Google Tag Manager, enhancing customer experience and conversion rate by 2%
- Recognized for efficiently implementing project-management tool basis business requirements, saving 150+ meeting hours
- Worked collaboratively with internal stakeholders and external agency for the successful execution of campaigns

Perx Technologies, Senior Digital Marketing & Customer Analytics Manager

Jan 2020 – Jan 2022

- Designed monthly and annual strategy reports for clients using SQL providing campaign optimization recommendations with the effect of 20% increase in product usage
- Integrated data from multiple sources and executed database queries to create a Marketing-Sales dashboard, resulting in a time saving of over 100 reporting hours per month
- Analyzed data from 50+ paid search and display campaigns and created 20+ A/B tests & experiments, resulting in 30% increase in MQL. Conducted market research, keyword research, and competitive analysis to optimize the campaigns
- Conducted search engine marketing analytics along with multi-touch attribution to identify ROI of paid vs organic traffic, map customer journey, and optimizing budget to achieve 23% reduction in cost per lead

Zoho Corporation, Regional & Partnership Marketing Consultant

Oct 2017 – Dec 2019

- Spearheaded geographical expansion and go-to-market strategy generating 70% revenue growth
- Supported development of personalized content, amplifying inbound marketing efforts and surging leads by 38%
- Managed \$2 million budget for regional marketing (online and offline), resulting in 5X return on investment (ROI)

LEADERSHIP

Business Advisory Board – YNOS, Marketing Advisory

Apr 2021

- Audited and optimized SEO strategy and content management increasing 15% conversion rates and 28% website traffic
- Devised an ABM-focused marketing strategy utilizing LinkedIn and Demandbase resulting in 2x ROAS

NOTABLE PROJECTS

Analysts – DPI Chicago (Python, Langchain)

Jan 2024

- Developed a Large Language Model (LLM) to effectively match researchers with suitable grants
- Engineered vector embeddings to enhance the performance and accuracy of the LLM model

E-Commerce Startup, Marketing Analysis (Python)

Jan 2024

- Implemented personalized product recommendation model based on market basket analysis technique
- Provided strategic insights to the CEO, leading to the optimization of both in-store and digital marketing campaigns
- Created a strategy for segmentation and personalized advertisement based on the analysis

Cook County Property Valuation Analysis (R, Tableau)

Oct 2023

- Utilized Lasso Regression for effective variable selection, identifying the optimal set of variables for the model
- Implemented various machine learning models, such as Linear Regression, Multiple Regression, and Random to identify the model that minimizes the Mean Squared Error and applied a Random Forest model to accurately predict housing prices
- Leveraged Tableau to visualize model outcomes against actual data, to identify the trends in the housing market