

SANIYA SHAH

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EDUCATION

University of Illinois, Urbana-Champaign , Illinois, United States of America	May 2024
<i>Masters of Business Analytics</i>	
Mumbai University , Mumbai, India	May 2023
<i>Master of Commerce</i>	Sem 1 – O grade
Mithibai College of Commerce and Economics , Mumbai, India	May 2021
<i>Bachelor's of Management Studies (Concentration – Finance)</i>	GPA 9.45/10

Additional Learning (Coursera)

Excel Skills for Business Specialization by Macquarie University (2020); Introduction to Financial Markets, Portfolio and Risk Management, Behavioral Investing by Indian School of Business (2020-2021); Operations Analytics, Customer Analytics, People's Analytics by University of Pennsylvania - The Wharton School (2020)

EXPERIENCE

Operations Analyst, Equity Swaps Drafting, Morgan Stanley Jun 2021 – Present

- **Trade Reconciliation:** Analyze trade bookings for the Asia Pacific Region and identify any gaps between system generated data and trader books; Daily average trading value of \$5 bn
- **System Upgrade:** Liaise with Sales & Trading Team, Automation Team and Risk Management Team to amend individual trades and identify system changes to avoid future errors; Automated 7+ daily tasks, leading to 5 FTE save
- **Trade Coordination:** Work with NY, London and Hong-Kong desks to coordinate on cross-border trades making daily reports which are time sensitive and sent for each region specifically. Investigating in these reports and catching trades which are potentially missed or wrongly actioned
- **Achievements:** Promoted to Analyst level 2 in January 2022 followed by being promoted to Senior Analyst in January 2023. The team was also nominated for the Excellency Team Awards in 2021

Digital Marketing Intern, North Storm Academy (Socialopedia) July 2019 – August 2019

- Created various posts and templates via Canva for the social media handles such as Facebook and Instagram
- Monitor the reach on any sponsored advertisement made on social media. Also administered social media campaigns through Campaign URL Builder. The analysis was monitored through Ads Manager which helped in targeting the correct audience and demographics
- Day-to-day operational activities, organizing seminars, webinars and workshops to expose more and more people in India to the rapidly growing digital world.
- Learnt e-mail marketing using Get Response and improved the traction for email marketing of the company

PROJECTS

Data Analytics Project Jan 2020 – Feb 2020

Analysis on the organizational structure, business model analysis, margin analysis, client analysis, case analysis, channel partner analysis, growth analysis. The given analysis was made on a B2B business called “Shiv Auto Riders”

Entrepreneurship Management Project July 2019 – Sept 2019

Analysis on a start-up “Food Darzee”, consisting of the road to success, SWOT analysis, funding and capital, the working of the start-up, customer profiling, marketing and target audience

Production and Total Quality Management Dec 2019 – Feb 2020

Production analysis on a steel company “Boskina”, analyzing the production process, plant layout, products manufactured, plant location, acquirement of raw materials, packaging and storage and its transportation and distribution

OTHER INFORMATION

- Head of Department – College Relations (Colosseum 2020): Dealt with various colleges and crowds of 500+ people. Also became the Contingent Leader of my College and represented the college in 5+ mega events across Mumbai
- 1st Runner-up trophy – H.R. College (2020); Best Contingent Leader – K.C. College (2019)
- Rotaract Club of H.R. College (2016 and 2017): Organized several events during my time in the club. Took up roles of “Technicals Committee Member” in 2016 and “Fine Art Committee Member” in 2017; Won Outstanding Member Award (2017)
- **Computer Skills:** MS Office, Python, SQL
- **Languages Known:** English, Hindi, Gujarati
- **Hobbies:** Photography, Travelling, Cooking