

ABBAS ROSHAN

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EDUCATION

Robert H. Smith School of Business, University of Maryland, College Park	GPA 3.82	May 2016
Master of Science in Business (MSB) - Marketing Analytics		
Recipient of 1 st place award for Smith MS case competition		
Coursework – Statistical Programming, Data Science, Advanced Marketing Analytics, Web Analytics		
Mumbai University, India	GPA 3.45	2013
Master of Commerce - Management		
H.R College of Commerce and Economics, Mumbai University, India	GPA 3.66	2011
Bachelor of Management Studies – Finance		
University Topper in company secretary and business law		

PROFESSIONAL EXPERIENCE

KPMG, Mumbai, India [4years 3 months]	2011 –2015
Management Consultant [Verticals: Banking and Finance, Manufacturing, Telecommunication, Media, Hospitality]	

- Analyzed existing business processes for large central bank to implement core banking software; developed a project timeline, determined risk assessment of operations, controlled project status and acted as a liaison between client and vendor for a \$14.5 Million project.
- Advised on SOX engagements for reviewing IT Operations and Business Processes for a \$12.9 Billion Global metals and mining company. Spearheaded and executed process audits and formulated 105 controls over five entities. Benchmarked processes with the Control Objectives for Information related and Technology (COBIT) framework.
- Supervised two analysts for an IT Operations review for an \$18.6 Billion metals manufacturing company. Compiled 150+ controls and observed 33% process gaps. Ensured 100% compliance to standard procedures across value streams.
- Led an Internal Audit for Asia's largest group of hotels valued at \$15.08 Billion. Evaluated third party service provider's compliance with organizations policies; detected critical deficiencies across IT Operations and Payment and Billing systems and reported to management. Improved process efficiency by 27%.
- Audited and inspected 30+ IT processes and Applications as part of external audits for a Telecommunications Company, Private Banks, Financial Services Firms, Entertainment Companies and Manufacturing firms in India evaluating the Design and Operating Effectiveness of functional processes.
- Devised a BCM plan for a media company, logistics provider and a government agency. Projected Business Impact Analysis for Business Units. Administered support for defining 'Recovery Time Objectives' and 'Recovery Point Objectives'. Formulated business recovery and resumption strategies.
- Presented comprehensive research data to clients; helped win an internal audit engagement valued at \$150,000.
- Researched on market viability of new technologies such as cloud computing, security analytics and gamification

PROJECTS

2015- 2016

- Formulated generalized linear regression models and CART trees in R for a cell phone company to predict customers likely to discontinue phone service and to create proactive churn management strategy that will reduce churn rates.
- Designed linear, semi-log, and log-log regression models in SAS to estimate retail pricing decisions based on point-of-sales scanner data.
- Estimated mixture regression models using GLIMMIX to identify segments of regions for a global retailer.
- Created generalized linear models in SAS to analyze print ad designs using eye movement data

ADDITIONAL INFORMATION

- Activities – Volunteer at KPMGs Corporate citizenship programs, Executive Assistant at the Rotaract club of Bombay.
- Languages – English (fluent), Hindi (fluent), French (basic) and Gujarati (fluent)
- Technical – SAS, GLIMMIX, R, SQL, Tableau and SPSS
- Interests – Mixed Martial Arts, Scuba Diving, Swimming and New Technologies

ADAM (SIHANG) YAO

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EDUCATION

University of Maryland, Robert H. Smith School of Business , College Park, MD	May 2016
Master of Science in Marketing Analytics	
Shanghai International Studies University , Shanghai, China	2011-2015
Bachelor of Business Management; GPA 3.4/4.0; First Class Scholarship (10%)	
Universitat Autònoma de Barcelona , Barcelona, Spain	2013
Selected as one of 5 exchange students from 200 students for School of Business and Economics exchange program	
University of California-Berkeley , Berkeley, CA	2013
Summer School in Economics	

PROFESSIONAL EXPERIENCE

NIKE, Digital Marketing Department Intern , Shanghai, China	2014
• Launched a nationwide campaign to encourage sports fans across three social media platforms with fellowship of \$20,000	
• Analyzed data from variety of analytical tools including Google Analytics; measured website traffic against 15 KPIs and optimized site design to increase user engagement which led to a 5% increase	
AirBed and Breakfast (Airbnb), Shanghai Marketing Intern , Shanghai, China	2014
• Maintained relationship with 10 key customers and reviewed customer experience ensuring 100% retention rate.	
• Analyzed consumer behavior via surveys, focus groups and developed social media marketing activities to enhance market presence, localized and personalized all marketing works	
Nick's Regional Grocery Retailer, Action Learning Project , College Park, MD	2015-2016
• Created a linear regression model, a semi-log model, and a log-log model by SAS to explore the effects of price discounts, in-store displays and feature advertising on influencing consumers' purchase incidence, brand choice, and purchase quantity decisions for the juice category	
• Determined and advised client the optimal retail price for Tropicana orange juice 64 oz; explored the profit implications of the optimal price recommendation	
• Researched the effects of combining multiple sales promotion vehicles for Tropicana and made recommendations on the most effective in stimulating sales among the data from 228 households.	
Hughes Network System, Action Learning Project , Germantown, MD	2015-2016
• Collaborated with team to develop and manage data set of 394,344 household level observations and 123 variables; analyzed data to identify potential opportunities in newly covered areas and improve marketing strategies.	
• Analyzed data and determined 7 segments through regression analysis and cluster analysis using R and SAS based on demographic and geographic data of current and prior customers in the new areas covered by the new satellite Jupiter 2.	
• Recommended roll-out marketing strategies and new service introductions and customizations that would be more specific to each segment	

EXTRACURRICULAR & SOCIAL ACTIVITIES

Gujarat Public School, Volunteer , Baroda, India	2013
• Led an international team in planning and implementing the "No Whistle" project on strategic planning, budget forecasting, and project time lines to solve the local noise pollution problems	
HCIA Leaders Club, President , Shanghai, China	2013
• Mentored a team that implemented a one year business plan with capital investment of \$2000	
• Performed due diligence and market research for China market entry	
University Official Mobile Applications , Shanghai, China	2013
• Co-developed the university official APP product design based on marketing research and analysis	

ADDITIONAL INFORMATION

- Language: Chinese (native), English (fluent), Spanish (basic), Japanese (basic)
- Data processing, SAS, R, SQL, SAP, Salesforce, Photoshop, Auto CAD entry

Aditya Damle

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EDUCATION

Robert H. Smith School of Business, University of Maryland , College Park, Maryland	2016
Master of Science, Information Systems, GPA: 3.2	
Relevant Coursework- Data Mining and Predictive Analytics, Data Models and Decisions, Big Data- Strategy and Analytics, Project Management, Business Process Analysis, Managing Digital Markets, Strategic IT.	
University of Mumbai , Mumbai, India	2013

Bachelor of Engineering, Chemical Engineering, GPA: 3.6

PROJECTS

Predictive Model for Deaths in United States harnessing Big Data Technology	2016
• Designed a Data Model to analyze systematic patterns of health issues that are associated with deaths across 50 states.	
• Developed a prediction model to find whether a person is cremated or buried and study patterns of gun-related deaths.	
• Tools used: Sqoop, Hive, Spark, AWS.	
Predictive Model to determine a Presidential Candidate using R Programming	2016
• Developed a Data Model to predict the probability of a person choosing between 2016 US Presidential Candidates.	
• Visualized dataset as well as the model predictions using Tableau.	
• Methodology: GLM, Neural Networks; Evaluation Metrics: Accuracy, ROC curve.	
Computer Lifecycle Refresh Project using Agile Scrum Methodology	2016
• Used Agile Scrum methodology to create an application to assist University of Maryland Department of IT.	
• Generated product backlog and executed the project in 3 Sprints; managed databases using IBM Bluemix MySQL.	
Cloud Based Health Insurance Policy Recommendation	2015
• Successfully launched a web application that recommends suitable health insurance policy based on the user inputs.	
• Employed Microsoft SQL server hosted on AWS to create dynamically accessible databases.	

EXPERIENCE

Equities Data Analyst , Mumbai, India	2014
• Predicted the stock patterns by analyzing monthly trends; assisted in trading of equities.	
• Communicated with brokers to resolve issues; processed customer trading requests and maintained transaction logs.	
Teacher, Everest Institute , Thane, India	2014
• Taught Computer Science, Chemistry and Physics to High School Classes consisting of 20 students per class.	
• Worked as a Teaching Assistant for students of First year Bachelor of Science.	

LEADERSHIP

Event Head, University of Mumbai , Mumbai, India	2012
• Elected member of 12 person core managing committee at college technical festival; supervised team of 4 assistants.	
• Planned and managed budget for event; achieved 20% cost reduction.	

TECHNOLOGY SKILLS

- Data Analysis Tools:** R, Python, Microsoft Excel
- Big Data Technologies** - Hadoop- MapReduce, Sqoop, Pig, Hive, Impala, Flume, Spark
- Data Visualization:** Tableau, Stat Tools, Precision Tree, @RISK
- Database Management:** SQL Server 2012, MySQL
- Programming:** C++, Java
- Software Tools:** Amazon Web Services, IBM Bluemix, Wireshark
- Certifications:** Google AdWords Certified

Aditya Rajesh Gadgil

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EDUCATION

- Robert H. Smith School of Business, University of Maryland**, College Park, MD May 2016
Master of Science in Marketing Analytics, GPA: 3.84/4.00
- Predicted customer churn on cell company data using logistic regression and CART in SAS and R. Model had highest predictive power amongst 8 competing solutions built by classmates.
 - Built models for response to pricing and promotions, print ad design effectiveness, sales promotion effectiveness, market segmentation and new product development. Coded using SAS or Glimmix.
 - Winner of MarkStrat market simulation in Marketing Strategy course.
 - Received an annualized stipend of over \$20K and partial tuition remission to work as part-time software developer graduate assistant (GA) at Libraries in a multi-cultural team environment.
- Indian Institute of Technology (IIT) Guwahati**, Assam, India 2012
Bachelor of Technology in Engineering Physics
- Interned for 2 months on-site at National University of Singapore (NUS) and coded image processing software within a month to study mechanical properties of bio-polymers in single molecule manipulation experiments.
 - Optimized calibration algorithm used by Society of Applied Microwave Electronic Engineering and Research (SAMEER), Mumbai, for sun-photometer so percent error in output reduced from 15% to 3%.
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PROFESSIONAL EXPERIENCE

- Oracle Financial Services Software (OFSS) Limited**, Bangalore, India 2012 – 2015
Applications Developer (3 years)
- Developed an enterprise application called Oracle Data Integration Hub (DIH), rendering dependence of financial institutions on technical teams for Extract Transform Load processes obsolete. Product reduced cost of loading data by more than \$3M.
 - Researched and patented a programming technique for simplifying decision trees in data movement. This system eliminated further reliance on programmers to modify tree nodes thereby saving more than 50% of programming time.
 - Led team of three developers, responsibilities included mentoring, distribution of tasks and following up. Received citation from manager for leadership during appraisal resulting in 15% pay hike.
 - Presented face-to-face demo of DIH to three external clients from leading financial institutions, namely, ING, National Australia Bank and Kotak Mahindra Bank. All clients appreciated power of product and expressed interest in closing deal.
 - Lectured class of 40 inductees in use and application of DIH. Session was recorded and made available as training material within Oracle.
 - Compered ceremony honouring best performers attended by 350 employees. Attendees included heads of development and consulting of Oracle Analytical Applications group.
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LEADERSHIP AND VOLUNTEER EXPERIENCE

- Alcheringa** (Student managed cultural festival of IIT Guwahati) 2011
Core team – Event Management
- Managed more than 100 volunteer organizers before and during festival to design, strategize and implement 49 competitive events attended by crowd exceeding 50K over four days.
 - Headed troubleshooting for duration of festival. Tackled unforeseen infrastructure issues threatening to cause intolerable delays by improvising allocation of resources between multiple events on-the-fly resulting in smooth execution of festival.
- Dihing** (Student hostel of IIT Guwahati) 2010
Literary Secretary
- Spearheaded support and allocation of resources for literary efforts in inter-hostel contests such as prose and poetry composition, dramatics and street play, ultimately winning prizes in all three competitions.
 - Directed daily operations of hostel library catering to 350+ students, recovering 50% of books lost under previous regime by undertaking a door-to-door campaign and imposing fines.
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ADDITIONAL INFORMATION

- Adept in use of SAS, R, SQL, Java, JavaScript, HTML and Oracle Data Integrator (ODI).
- Fluent speaker and writer of Hindi and Marathi. Formally educated in written French for five years.
- Hobbies include soccer, traveling, especially trekking and biking to high altitudes, and reading. Undertaken motorcycle expedition to Khardung La, the highest motorable mountain pass in the world at an altitude of 17,582 feet. Trekked to Dzongri La (13,675 ft.) and Roopkund Lake (16,499 ft.) in separate expeditions.

AKSHAR KRISHNAMURTHY

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EDUCATION

Robert H. Smith School of Business, University of Maryland , College Park, MD	2016
Master of Science , Information Systems	
Coursework: Data Mining and Predictive Analysis, Big Data, Data Models and Decisions, Decision Analytics	
R. V. College of Engineering , Bangalore, India	2012
Bachelor of Engineering, Computer Science	

PROFESSIONAL EXPERIENCE

Zero Eight Zero Games , Bangalore, India	2013 – 2015
Data Analyst	
■ Analyzed various important metrics from each phase of application life using Google Analytics	
■ Visualized data and generated reports based in the analysis	
■ Conducted a competitive analysis of mobile application market data to evaluate the key performance indicators	
■ Implemented best practices and pricing strategies based on analytical reports to maximize user engagement and increase revenue by 60%	
Cognizant Technology Solutions , Bangalore, India	2012 – 2013
Programmer Analyst	
■ Implemented a system to visualize integral profitability and generate reports using SAP BI	
■ Enhanced efficiency of month end financial close of the VIPP (Visualizing Integral Profitability in Philips) system by making modifications reducing scheduled run time from 36 hours to six hours	
■ Formulated a new data model for the Philips Supply Chain Management team	
■ Developed business reporting solutions for SAP implementations as per client requirements	

ACADEMIC PROJECTS

Online Billing Report Generating System , Turning Point Clinic, Baltimore	2016
■ Developing a web application using Python to scrub data and generate weekly billing reports for a Drug Addiction Treatment Center	
■ Designing a database to store the reports and visualize the historical data in the database	
■ Gathered business requirements and implemented the project using Agile Framework as part of a Scrum team	
Stock Market Analysis , University of Maryland, College Park	2015
■ Acquired stock information using Pandas library in Python	
■ Visualized different aspects of the stock and analyzing risk of technology stocks based on previous performance history	
■ Predicted future stock prices using the Monte Carlo method	

VOLUNTEER EXPERIENCE

Rotary International , Bangalore, India
Volunteer
■ Volunteered at the Rotary T-E-A-C-H Mission aiming to eradicate illiteracy from India
■ Organized and conducted Pulse Polio vaccination camps in Rural South India
■ Adopted a government school in Karnataka and raised money to construct separate bathrooms for girl students

ADDITIONAL INFORMATION

■ Software Skills: MySQL, Microsoft SQL server, Python, R, R Studio, C, C++, ABAP, SAP BW, Google Analytics, Big Data with Hadoop (Sqoop, Hive, Impala etc), Tableau, Microsoft Excel(With Palisade Decision Tools), HTML5 and CSS
■ Awards: Silver medalist in a national level Brazilian Jiu-Jitsu tournament
■ Interests: Active Marathon runner having participated in 22 international marathons across various countries, Amateur boxer and poker player

ANAGHA DIWANJI

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EDUCATION

Robert H. Smith School of Business, University of Maryland , College Park, MD	Expected: Dec 2016
Master of Science in Information Systems	GPA: 3.7
▪ Coursework: Data Models & Decisions, Data Networks & Infrastructure, Managing Digital Business & Markets, Data Mining & Predictive Analytics, Big Data (Hadoop, Pig, Hive, Apache Spark), Business Process Analysis for Information Systems (Agile)	
Cummins College of Engineering for Women , Pune, Maharashtra	May 2015

Bachelor of Engineering, Computer Engineering

TECHNICAL SKILLS:

Area of expertise:	SQL, R, DBMS, ER Modelling, Predictive Models (Regression, Decision Trees), Data mining, Data Cleansing, MS Excel (Stat Tools, Precision Tree), PHP, Data Visualization
Databases:	Oracle, MySQL
Productivity Tools:	MS Word, MS Access, MS PowerPoint

PROFESSIONAL EXPERIENCE

Act to Rise for Innovation in Special Education (ARISE) , Chandigarh, India	Summer 2014
Technical Intern	
▪ Spearheaded a team of three to conceptualize and design an e-learning website established to aid and assist 150 children with muscular dystrophy. ▪ Collaborated with internship mentor to construct and maintain database of website. ▪ Formulated and drafted relevant technical documentation of website, including E-R diagram. ▪ Programmed in PHP and SQL to develop and efficiently implement student dashboard section of website.	

RELEVANT ACADEMIC PROJECTS

'Big Data Analysis of Reddit comments from May 2015' (Ongoing project)	Mar-May 2016
▪ Curated and organized data and managed it on AWS cluster. ▪ Aim of project is to find main themes and trends emerging from discussion forums and to use Apache Spark to build prediction model for predicting number of responses each discussion thread is likely to gather.	

'Graduate School Database management system'

Sept-Nov 2015

▪ Implemented an intuitive management system using Salesforce.com to enable students and faculty for efficient management of all their demographic data, subjects and corresponding grade details.
▪ Built an ER model.
▪ Used SQL to perform queries like calculating grades of students.

'Analysis for water resource management'

Oct 2014- Mar2015

▪ Implemented project aimed at creating water portal to analyze current water scenario in India and to provide interactive data visualization.
▪ Data cleaning: Cleansed the river water source data after the initial exploratory analysis by removing null values, fixing varied numeric scale and filtering out outliers.
▪ Data mining and Predictive Analytics: Programmed in R language to explore different areas of water like quality and infrastructure using descriptive data analytic techniques such as time series and make predictions using k means clustering algorithm.
▪ Won project based paper presentation competition held in Pune Institute of Computer Technology.

ADDITIONAL INFORMATION

▪ Currently participating in an online tutorial to learn self-service BI tools like Power Query and Power Pivot, as well as Power BI for enhancing queries and reports.
▪ Created sample dashboard for superstore data using Tableau software during on-campus event conducted by Deloitte.
▪ Facilitated organizing of technical/non-technical events for the betterment of IS community as the Vice President of Administration, Information Systems Association.
▪ Organized a presentation on 'Data Analytics in Retail' as part of a technical seminar which included study of predictive analytics tool 'SAS Enterprise Miner'
▪ Participated in two online courses from Coursera, 'Data Analysis and Statistical Inference' by Duke University and 'Using Databases with Python' by University of Michigan.

ANUBHUTI MISHRA

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EDUCATION

Robert H. Smith School of Business, University of Maryland	2015 – 2016 (May)
Master of Science, Information Systems	GPA - 3.57/4
Robert H. Smith School of Business, University of Maryland	2013 – 2015
Master of Science, Business & Management	GPA - 3.68/4
National Institute of Technology, Surat, India	2004 – 2008
Bachelor of Technology, Mechanical Engineering	GPA - 7.15/10

EXPERIENCE

Research Assistant – Center for Health Information & Decision Systems (CHIDS), U of Maryland	01/16 – present
• Working on sequence analysis on Military Healthcare data using TraMineR library to unearth best treatment plans	
• Analyzed data using STATA & R - to assess success of Electronic Health Record (EHR) system in Montgomery County	
• Qualitative analysis using Nvivo of interviews with DHSS employees	
Consultant – Educate2Envision (works for girls' secondary education in Honduras)	09/15 – 12/15
• Developed a marketing campaign, recurring donor, and crowd-funding programs	
Graduate Research Assistant - Management & Organizations Dept, R.H. Smith School of Business	09/13 – 12/15
• Designed surveys, analyzed data, and visualized results with SPSS, MPLUS, and R	
• Led research projects on team processes, emotional intelligence, employee engagement, and decision-making	
• Conducted lab study with 500 participants Developed theoretical models and authored academic papers	
Research Associate - Organizational Behavior Dept, Indian School of Business, Hyderabad, India	04/11 – 05/13
• Built statistical and social network models on team conflict and performance with SPSS and UCINET	
• Managed projects on team conflict, social networks, and team emotions	
• Devised and executed empirical study using business simulation game	
• Authored qualitative study: interviewed Indian entrepreneurs for a case-study on job-crafting	
Coordinator - Design For Change School Challenge (DFC), The Riverside School, Ahmedabad, India	03/10 – 03/11
• Managed the Index award winning program with over 30,000 schools; conducted empirical program assessment	
• Developed a DFC based school curriculum– adopted by Longman Pearson's books in India	
Co-Founder - Idenom Web Pvt. Ltd., Ahmedabad, India	11/07 – 06/10
• Built an online platform for children to create & share original stories; & capture oral story telling tradition of India	
• Conducted 'Story Building Workshops' for school children Led a team specialized in programming and design	

RELEVANT PROJECTS

- Devised relational DB schema and created a complete DB system and Salesforce app for a pizza delivery business
 - Analyzed telecommunications infrastructure in Guinea and recommended cyber-security measures, and Internet services to meet the client's needs
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TECHNICAL SKILLS

Statistical Analysis: multiple regression, structural equation modeling, hierarchical linear modeling, forecasting, optimization, Bayesian statistics, k-NN, CART, Neural Network, social network modeling, big data mining

Softwares: SPSS, R, STATA, MPLUS, UCINET, Advanced EXCEL, Nvivo, Tableau | SQL | Salesforce |

Basic Knowledge: Hadoop, MapReduce, Pig, Sqoop, Hive, YARN

Languages: English (proficient), Hindi (native), and Spanish (beginner) | **Hobbies:** Running, Biking, Reading, & Writing

VOLUNTEER

- Designed and taught a 'Computer Literacy' curriculum for 13-16 year old children Ahmedabad, India
 - Sabarmati Marathon, Volunteer in Organizing Committee (2010 & 2011) Ahmedabad, India
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AWARDS

2nd Prize (award 50,000 INR), National Essay Writing Competition (English Category), 2007, by The Indian Express

BELLE SU

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US Citizenship

EDUCATION

ROBERT H. SMITH SCHOOL OF BUSINESS , University of Maryland, College Park, MD	May, 2016
Master of Science in Marketing Analytics, GPA: 3.82/4.0	
<ul style="list-style-type: none">■ Graduate Assistantship: teaching assistant for undergraduate Market Research class■ Statistical Programming: SAS, R, SQL, SPSS, and Glimmix■ Regression Models: Extensively worked with Linear and Nonlinear Regression, Poisson Regression, Binomial and Multinomial Logit Model, Mixture Regression Model and Mixture Multinomial Logit Model■ Forecasting Models: Familiar with Regression, Bass Model, Exponential Model, Trial and Repeat Model, and Market Share Model	
NATIONAL CHENGCHI UNIVERSITY (NCCU) , Taipei, Taiwan	2011-2015
Bachelor of Business Administration, Marketing Management, GPA: 3.8/4.0	

PROJECTS

<ul style="list-style-type: none">■ Customer Profiling for Hughes Satellites: Constructed generalized linear regression models in SAS and CART trees in “R” to profile current customers and predict and locate future customers for newly launched satellites■ Churn Model: Built generalized linear regression models in SAS and CART trees in “R” to predict customers’ likelihood to churn and created proactive retention programs■ Marketing Decision Projects: Utilized regression models in SAS to solve marketing issues such as price optimization, print ads design and promotion campaign effectiveness evaluation; applied mixture regression models in Glimmix to identify international market segmentation, and conduct new product conjoint analysis	
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PROFESSIONAL EXPERIENCE

ARPHIC TECHNOLOGY CO. LTD. , Taipei, Taiwan	2014-2015
Market Research Intern	
<ul style="list-style-type: none">■ Monitored newly launched online service platform, compiled weekly market analysis reports and proposed possible solutions; prompted CEO and product managers to identify unfulfilled needs and created multi-tiered pricing plan■ Analyzed promotional campaigns and marketing strategies of two competing companies which targeted college students and fine-tuned potential customer preference; created new promotional plans and lengthened free trial period	
HEADQUARTER OF MARKETING AND PROMOTION, NCCU , Taipei, Taiwan	
Marketing Specialist	2011-2015
<ul style="list-style-type: none">■ Created brand-building activities for Department of Business Administration (BA) to eradicate stereotype around the professionalism of the BA degree; improved program enrollment rate from 80% to 100% in 2012■ Conducted market research on high school students and parents to understand their concerns about majoring in BA; clarified future career paths and employment rates in campaign presentations and booklets	

LEADERSHIP

22ND BOSS (Business Operating Simulation System) CAMP	2013-2014
Chief Financial Officer and Deputy Coordinator	
<ul style="list-style-type: none">■ Managed financial affairs: allocated \$6,000 USD budget and controlled expenses by supervising each team leader; earned a profit of \$4,000 USD for BOSS camp from new membership and donor contributions■ Co-founded BOSS Scholarship (\$350/year) to award well-performed BOSS camp staffs and encouraged students’ participation in extracurricular activities; brought students’ attention to the importance of soft skills	

ADDITIONAL INFORMATION

<ul style="list-style-type: none">■ Languages: Fluent in Mandarin and English; conversational in Japanese■ Interests: dancing, language learning

COLTON WHITEHEAD

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EDUCATION

Robert H. Smith School of Business, University of Maryland – College Park, MD
Masters of Science: Marketing Analytics | GPA: 3.72/4.00
Ongoing Coursework: Data Science, Web Analytics, Market Research & Analysis

2016

Franklin P. Purdue School of Business, Salisbury University – Salisbury, MD
Bachelor of Science: Marketing, Information Systems | GPA: 3.42/4.00

2014

PROJECTS

New Market Segmentation for Hughes Network Systems

Modeled classification trees and generalized linear models in R to predict the conversion probability of prospective customers. Created customers profiles through clustering analysis and visualized filled maps utilizing Tableau.

Evaluation of Promotional Effects on Laundry Sales

Utilized scanner panel data to build purchase incidence, brand choice, and purchase quantity models in SAS incorporating the effects of feature advertising, price cuts, and in-store display.

New Product Development for Philips Coffee Makers

Build multinomial logit (MNL) and mixture MNL models in GLIMMIX to perform choice-based conjoint analysis and determine best set of features for a new product, as well as predict market share against competitors.

Technical Skills: R, SAS, Tableau, SPSS, SQL, Python, GLIMMIX, Advanced Excel

EXPERIENCE

University Of Maryland: College Park, MD 2015-Present
Position: Graduate Assistant to Marketing Analytics Program

- Created educational content for prospective students to be displayed on website.
- Completed competitive analysis of eight Marketing Analytics programs (or similar) in the U.S.
- Recruited prospective students for the Marketing Analytics program via phone, email, and in person.

The Knowland Group: Salisbury, MD 2013-2014
Position: Research Associate

- Performed a minimum of 50 cold calls/day involving researching and contacting leads.
- Authored reports on each successful lead, allowing sales to have more relevant information.
- Balanced performance over a 20 hour work week while taking 15 credits at Salisbury University.

Hooper's Crab House: Ocean City, MD 2013-2014
Position: Marketing Intern, Events

- Planned and organized a successful promotional event for Fin City Brewing Company, a company-owned brewery start-up, and raised over \$500 for charity.
- Promoted new customer relationships and increased brand awareness via Hooper's "Steam Trucks."

Angler's Sports Center: Annapolis, MD 2008-2014
Position: Computer Work, Advertising Consultant

- Collected data and created Excel spreadsheet of over 3,000 customer emails and addresses, used to send promotions, business updates, and industry news.
- Collaborated with owner to design social media posts, print advertisements, and website content.

Gaurav Hegde

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EDUCATION

Robert H. Smith School of Business, University of Maryland, College Park, MD Master of Science (MS) Focus Area: Information Systems; GPA-3.2 Relevant Courses: Big Data, Data Mining & Predictive Analysis using R, Database Base Management Systems, Data Models & Decision, Business Process Analysis, Strategic & Transformational IT, Digital Marketing	Aug 2015- Dec 2016
Fr. C. Rodrigues Institute of Technology, Mumbai, India Bachelor of Engineering, Computer Science; GPA-3.6	Aug 2008- May 2012

PROFESSIONAL EXPERIENCE AND RELEVANT PROJECTS

L&T InfoTech, Mumbai and Chennai, India Scrum Master, Standard Bank, Financial Services Group	Nov 2012 - Jun 2015
▪ Served as a Subject Matter Expert for the new trainees and performed scrum meetings for a team of 14 members ▪ Assessed and organized reports in Excel and sent it across stakeholders for feedback, analyzed a log of reports ▪ Assisted in internal auditing of project by gathering data like 'Query & Review Logs' using pivot charts and tables	
Software Business & Quality Analyst- Financial Services Technologies Inc. (FSTI)	
▪ Followed the Agile methodology by breaking requirements into user stories and prioritizing them in JIRA ▪ Elicited & analyzed requirements followed by Gap Analysis in Business Requirement Documents (BRD) ▪ Suggested Change Requests based on the compatibility and expectations of end users with a V-model approach ▪ Executed SQL join queries to fetch various data and analyze data points to ensure defect free deliverables to clients; contrived test scenarios on test-techniques like Boundary Value Analysis & Equivalence Partitioning in QC ▪ Evaluated all regression functionalities by using UML diagrams and prepared functional test cases ; executed test scripts to avoid warranty defects thus ensuring a Customer Satisfaction Index of '4.0'	

ACADEMIC PROJECTS

Product Owner for Business Process Analysis- Healthy Futures through Sports Program	Feb 2016- Present
▪ Extracted requirements from Madieu Williams Foundation for developing an online website promoting healthy lifestyle for people living in PG county ; followed the agile methodology process with sprints every two weeks. ▪ Defined and prioritized customer centric user stories for the scrum team; actively added items to the product backlog.	
Database Management System- Community Housing Management	
▪ Designed a management system to maintain a community in a centralized manner using MySQL server ▪ Explored a variety of services ranging from managing resident details, creating and updating leases, outsourcing repair and service related requests by making use of ERD diagrams and DDL,DML & DCL functions	
Data Mining & Predictive Analysis-Beer Preference, Logistic Regression using R	
▪ Created a Logistic Regression model to predict preferences of choosing a particular class of Beer using R studio ▪ Compared it to the Linear regression model and evaluated the better model using confusion matrix and RMSE values	

LEADERSHIP & VOLUNTEER EXPERIENCE

Aug 2015-Present

Vice President of External Relations- MS Professional Communications Club

- Conducted workshops like 'Ace the Elevator Pitch' and 'Mock Career Fairs' by connecting with influential IT executives and alumni, helping students to gain valuable insights and enhancing their communications skills

Track Representative of the Cohort

- Empowered students to discuss issues and brought them to the attention of the MPO staff, faculty and administration
- Managed resources to promote Smith recognized clubs and coordinated student events and activities

SKILLS & CERTIFICATIONS

- Technical:** Hadoop-Pig, Sqoop, Advanced Excel, MySQL ,R Programming, Tableau, QC, HP ALMS, Python,QTP
- Domain Knowledge:** Agile Testing, Banking & Finance- Payments, Transfer Agencies and Investment Banking
- ISTQB Certification:** Foundation Level Certification in Software Testing held by the Software Testing Board
- National Stock Exchange of India Certification:** Mutual Funds, Financial Market, Currency Derivative

Geetansh Pant

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EDUCATION

- Robert H. Smith School of Business, University of Maryland**, College Park, MD Dec 2016
Master of Science, Information Systems | Focus Area: Data Analytics, **GPA:** 3.6
Division of IT, University of Maryland: Student Advisor
Relevant Coursework: Data Models and Decisions, Big Data: Strategy and Analytics, Agile Project Management, Data Mining and Predictive Analysis, Managing Digital Markets, Business Process Analysis
- Bhilai Institute of Technology**, India 2015
Bachelor of Engineering, Computer Science, **GPA:** 3.65

TECHNICAL SKILL SET

- **Analytical:** R, Python, Advanced Excel, EMR, Tableau, Stat Tools, Microsoft Project, Palisades
- **Technological:** HDFS - MapReduce, Pig, Sqoop, JAVA, JDBC, IBM BlueMix, HTML, C, VB.Net, Linux Shell
- **Database:** SQL Server, IBM DB2, MySQL, S3
- **Miscellaneous:** Amazon Web Services, LucidChart, Adobe Photoshop, TargetProcess, Salesforce, @Risk

PROFESSIONAL EXPERIENCE

- Bhilai Steel Plant (SAIL), India - Data Analyst Intern** Jul 2014
 - Extracted descriptive data from Manufacturing Execution System by executing queries in SQL for decision support.
 - Developed prediction models using evaluation metrics in R for material requirement and dross control in Coke Oven.
 - Visualized auxiliary inventory, dross buildup and H₂ content in steel rails during different phases using Tableau.

PROJECTS AND RESEARCH

- Stack Overflow (Q&A site for programmers) - Big Data Analyst** Present
 - Analyzed trends between technologies (depicted by tags) using MapReduce jobs and EMR using data in AWS clusters.
 - Developing prediction model on EC2 using Spark for whether a question will be closed based on poster's reputation.

- Presidential Election Trends, 2016 - Data Analyst, Analytical Prediction with R** Present
 - Designed dashboards using Tableau visualizing election trends, state-wise age demographics and voting inclinations.
 - Fitted regression models in R to classify election trends using GLM, k-NN and Naïve Bayes algorithms.
 - Analyzed misclassified points using ROC curve and validation data, plotting predicted probability against test set.

- Learning Technology Services (LTS) - Junior Product Owner** Present
 - Documented the product and sprint backlogs before Sprints to implement CSS using Agile methodology.
 - Collaborated with Product Owner in gathering client requirements to develop an online web app for LTS.
 - Developed JSP and JDBC backend for IBM web application connecting SQL database to IBM BlueMix.

- Blood Donors' DBMS, Practo Technologies, India - Database Analyst** Dec 2015
 - Implemented ER Diagram after project requirements analysis and wrote SQL scripts to satisfy business rules.
 - Applied relational modeling in SQL and maintained data dictionaries to automate manual processes in existing model.

LEADERSHIP EXPERIENCE

- Ascend NAAMBA & MS, University of Maryland, College Park** Present
VP of Corporate Relations

- Partnered with government agencies and members of the Asian professional community to support club events.
- Co-ordinated with departments to generate interests in University sponsored events and networking opportunities.

ADDITIONAL INFORMATION

- **Certifications:** Introduction to Hadoop – Udemy, Programming with Python – Codecademy, Hadoop and MapReduce Framework – Udacity, Tableau 9 for Data Science: Udemy.
- Tableau Public CV: <https://public.tableau.com/profile/geetansh.pant#!/vizhome/ResumeGeetanshPant/Dashboard1>

Ishan Goradia

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EDUCATION

Robert H. Smith School of Business, University of Maryland, College Park, MD **2016**
Master of Science in Information Systems

Dwarkadas J. Sanghvi College of Engineering, University of Mumbai, Mumbai, India **2015**
Bachelor of Engineering, Focus Area: Computer Engineering

PROFESSIONAL EXPERIENCE

Internship at Airpay Payment Services, Mumbai, India - Data Analyst Intern **2014**

- Collaborated with sales and marketing teams, was a part of a team of four, tasked with mining and filtering data from online sources; contributed to expansion of existing databases of potential customers.
- Served with a team of five in devising innovative solution to increase efficiency, resulting in signing a big client.

Internship at FoxyMoron, Mumbai, India - System analyst and Social media Intern **2013**

- Updated an existing attendance tracking software in a team of three and ensured it was delivered on time; increasing efficiency of system by 10%.
- Assisted a 12 member web development team on various web and social media-based campaigns as well as brand-building projects for clients.

ACADEMIC EXPERIENCE

Diamond Case Competition - Regression based analysis to predict best choice **2015**

- For the given statistical data set, used Excel to develop a set of variables and performed regression analysis which helped to filter the data set to best available choices.
- Received extra credit for developing a model with high accuracy and low error rate when compared to actual results.

Database Management System for a Housing Community **2015**

- Developed an interactive database application for a housing community that manages resident details, their leases, payments and maintenance vendors.
- Incorporated various SQL functions like insert, update & delete via GUI with the database back-end built with MySQL.

Healthy Eating System – Final Year Project **2014-2015**

- Supervised a team of three through development of an iOS application that recommends healthy diet based upon user's daily food intake.
- Analyzed user's dietary habits, implemented data visualization techniques to create reports, suggesting users a healthy eating plan, succeeding in improving their digestive health by 15%.

Data Warehouse for a Mall **2014**

- Led and managed a team to build an Extract-Transform-Load (ETL) tool using MS-Access, Visual Basic (VBA) and SQL.
- Replicated a mall's data warehouse, extracted data from six sources, and standardized it by applying transformation algorithms.
- Performed data analysis on transformed data and prepared two separate reports, giving insight into consumer preferences and market trends.

ADDITIONAL INFORMATION

- **Technical Skills:** Java, R, SQL, HTML, Python, Microsoft Excel, Microsoft SQL Server, Stat Tools, Tableau, R Studio
- **Certification:** Ethical Hacking & Information Security course conducted by IIT Kharagpur in 2011.
- Member of the Communication Committee in the Graduate Student Government (GSG); involved with reaching out to various graduate clubs across the University of Maryland.
- Completed an R Analytics certificate program covering topics like Statistical Analysis, Linear Regression among others.
- Headed the event management team for college chapter of Computer Society of India (CSI); mentored and delegated responsibilities to 20 volunteers for organizing workshops in college.

JINGNAN ZHAO

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EDUCATION

Robert H. Smith School of Business, University of Maryland, College Park, MD May 2016
Master of Science in Marketing Analytics GMAT: 710 GPA: 3.3 TOP 20%

University of Maryland, College Park, MD 2015
Bachelor of Science, Major: Statistics

PROFESSIONAL EXPERIENCE

Old Line Wine, Beltsville, MD Summer 2014

Marketing Intern

- Increased Gross Profit Margin by 1.5% in two months by planning large events, complementing in-store promotions, and thoroughly managing inventory
- Sorted and reorganized inventory for four weeks in order to provide a clearer understanding of store's sales performance, as well as to avoid unnecessary cost due to over-ordering
- Identified advertising opportunities from local newspapers, local television channels, radios, social media sites and mobile-based applications which generated greater awareness for the business
- Analyzed sales history data using Excel to develop periodic sales for more efficient promotion plans
- Proposed a new project to manager and created Location Code in Vision System for 2000 varieties of wine, enabling staff and customers fast-search for any product, which improved store efficiency

Shenzhen Wision Industrial Co., Ltd, Shenzhen, China Winter 2013

International Trade Intern

- Communicated with overseas customers about trading information and conducted basic analysis
- Collaborated with manufacturers to discuss products dimension scale and production time
- Connected with logistics companies to order containers and arrange shipping details weekly
- Guided customers from US to visit warehouses and introduced various kinds of products including prices and features
- Attended Annual Exhibition in Las Vegas on May 2014; designed display of sample products and interacted with prospective customers addressing product concerns

China Galaxy Securities Co., Ltd, Shenzhen, China Summer 2013

Investment Banking Department Intern

- Trained with basic theories of investment banking and learned operations procedures from supervisors
 - Conducted risk research on firms' backgrounds needed to raise funds and provided written report to manager
-

LEADERSHIP EXPERIENCE

Action Learning Project 2016

- Led a team of three to complete a real-world and complicated project for DataLab and Hughes in 7 weeks
- Investigated one dataset with 400,000 observations and over 100 variables and established final reports
- Recommended marketing plans to Hughes and proposed actionable promotion strategies based on final results

Chinese Students and Scholars Association 2011-2015

- Organized Chinese Spring Festival Performance and other shows as leading organizer
 - Surveyed student volunteers and collected performances preferences
-

ADDITIONAL INFORMATION

- Specialized software: Matlab, JavaScript, SAS, R Language, Glimmix, SQL Database, SPSS, Tableau

MRUDULA NAIDU GEDDAM

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EDUCATION

Robert H. Smith School of Business, University of Maryland, College Park, MD, **GPA: 3.327** Dec 2016
Master of Science, Focus Area: Information Systems

Dayananda Sagar College of Engineering, Bangalore, Karnataka, **GPA: 3.69** July 2015
Bachelor of Engineering, Computer Science and Engineering

PROFESSIONAL EXPERIENCE

11 Eleven IT Solutions, Bangalore, India Jan 2014 – May 2015

Junior Solutions Analyst

- Designed the Customer Relationship Management (CRM) database including multiple user setup, profiles and roles, customization objects, fields, record types, page layouts and validations using Salesforce
- Collaborated with the management, strategic planning staff and end-users to analyze and create complex workflow rules, data validation, triggers, customized reports and dashboards
- Analyzed service delivery and reporting of IT projects
- Created and maintained documentation on processes, policies, application configuration and support materials for users as database applications were developed

ACADEMIC PROJECTS

MongoDB Reporting and Framework for Monitoring Solar Inverter Performance

Merit Systems Pvt. Limited, Bangalore, Karnataka Jan 2015 – May 2015

- Remodeled an existing system based on Relational Database to a NoSQL Database (MongoDB) to increase performance by 20%
- Programmed Application Programming Interfaces (API) to access Big Data through MongoDB and converted data to JavaScript Object Notations (JSONs)
- Designed a webpage and used KendoUI to plot graphs from data provided by the JSONs to measure performance of solar inverters

LEADERSHIP AND VOLUNTEER EXPERIENCE

Esqua, Dayananada Sagar College of Engineering Aug 2013 – May 2014

Editor

- Co-led a team of four editors to publish over 2000 copies of the college magazine

Homebrew Programming Club, Dayananda Sagar College of Engineering Aug 2014 – May 2015

- Pioneered and organized a college level programming competition with over 400 participants; Co-led a team of four to plan, organize and manage event activities

Furore, Dayananda Sagar College of Engineering Jan 2012 – April 2012

Event Organizer

- Planned, prioritized and managed 200K budget for cultural college fest; collaborated with a 10 person leadership team to organize and coordinate event activities

U&I, NGO June 2013 – May 2014

Volunteer

- Tutored 20 high school students in mathematics, english and science for 1 year

ADDITIONAL INFORMATION

- **Technical Skills:** C, C++, Java, NoSQL (MongoDB), SQL (MySQL and Microsoft SQL Server), Microsoft Excel with Palisade Decision Tools, Tableau, HTML5, Salesforce
- **Awards:** Second prize in an intra-college computer programming competition named Osiris

NATASHA S. MEDINA

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www.linkedin.com/in/natashasmedina

EDUCATION

Robert H. Smith School of Business, University of Maryland, College Park, MD 2017

Master of Science in Information Systems

Projects: Data Networks & Infrastructure Consulting – Cameroon

Database Management Systems - Health Care Clinic (used Salesforce)

Managing Digital Business Markets- Impact of Netflix on Video Rental Industry

Marymount University, Arlington, VA 2013

Bachelor of Business Administration, Major in Finance

PROFESSIONAL EXPERIENCE

Dental Trade Alliance, Washington, D.C. 2015

Administrative Assistant

- Analyzed data and identified four key trends and effectiveness enhancements for Alliance's President and management, increased to participative targeted marketing results by 15%.
- Performed analytics on all media, to include website, emails and CRM, validating achievement of marketing program objectives.
- Developed and implemented strategic market and data surveys increasing members' awareness of stakeholders by 20%.
- Contributed to strategy development by assessing requirements and identifying market industry trends resulting in 20% member participation increase.
- Maintained and analyzed CRM database of approximately 400 stakeholders, providing management an overview of members' association activity.
- Generated reports and managed registrations, events and data ensuring validity, completeness and synchronicity of more than 9,000 data fields.

2016 PAC, Washington, D.C. 2014

Account Coordinator

- Performed gap analysis of \$300K in budget capital and operating expenses recommending spending controls to President of PAC for marketing communications, consumables, travel, and entertainment resulting in increased funding.
- Ensured compliance with Federal Election Commission (FEC) requirements and met all deadlines for quarterly FEC filings; leveraged to track more than \$2.5 million in donations using Nation Builder financial management system and compartmented sensitive data from public domain information ensuring compliance with proper security protocols.
- Determined spending limits for petty cash maintaining a 50% buffer for un-forecasted expenses.

Virginia Coordinated Campaign, Washington, D.C. 2013

Field Organizer

- Exceeded established standard in completing 200 face-to-face contacts in two hours by constructing an action plan, engaging available resources, and defining geographical focus for managed 5-man team.
- Recruited, trained, and managed 60 volunteers, three interns, and a deputy field organizer providing assignments for their daily tasks and achieved the most Get Out to Vote shifts of 10 teams in the region.

LEADERSHIP AND VOLUNTEER EXPERIENCE

Vice President of Professional Development, Information Systems Association

2015- present

- Facilitating building of fruitful relationships of the Information Systems community at the Smith School of Business with professors, companies, recruiters, as well as each other by organizing speaker sessions, mixer events, and fun events.

Volunteer, UMD Homecoming Service Project

2015

- Packaged 250,000 meals in conjunction with Terps Against Hunger for malnourished people, focusing on individuals in the Prince George's and Montgomery counties.

ADDITIONAL INFORMATION

Technical Skills: Google Analytics, R Programming, Python, SPSS, SQL, PHP

Applications Software: Civic CRM, IQ, Datatel, NGP, VAN

Professional Development:

- The Data Scientist's Toolbox by Johns Hopkins University on Coursera. Certificate earned February 2015
- R Programming by John Hopkins University on Coursera, Certificate earned April 2015
- Python & SQL course by CodeAcademy completed July 2015
- Business Metrics for Data-Driven Companies by Duke University on Coursera, Certificate earned on January 2016

MS Office: Excel (Macros, @Risk, Palisade Tools, Solver, StatPak), PowerPoint, Word

Languages: English (native) – Spanish (fluent) – French (intermediate)

Honors/Awards: Deans List (Undergraduate 2011-2013)

Memberships: Smith's Master's Student Association, Information Systems Association, Catholic Terps

Neerja Katwala

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EDUCATION

Robert H. Smith School of Business, University of Maryland, College Park, MD
Master of Science in Information Systems GPA: 3.5/4 GRE: 323/340 TOEFL: 112/120

December 2016

Dwarkadas J. Sanghvi College of Engineering, Mumbai, India
Bachelor of Engineering, Major: Computer Science

June 2015

RELEVANT EXPERIENCE

- Created a system along with 2 team members to recognize air drawn English alphabets with an Xbox 360 Kinect. Published paper ‘Finger Writing in air using Kinect’ IJCSIT Vol 5 (6), 2014 ISSN: 0975 – 9646.
- Reduced redundancy and maintenance cost of data through creation of a desktop application for ‘Baroda Timber Trading co.’ in Visual Basic, using Visual Studio LightSwitch to automate data entry and maintenance.
- Developed an Extraction Transformation and Loading tool for a fictional clothing chain Data Warehouse by performing various Data Mining operations coded in C# with databases made in MS Access and SQLServer.
- Built fictional e-commerce websites for a cinema chain and online mobile retailer with HTML, CSS, JQuery, PHP and MySQL with a team of three.

LEADERSHIP AND VOLUNTEER EXPERIENCE

LEO CLUB OF JUHU

2013-2015

Board of Directors

- Acted as chairperson for a Rural Welfare Committee, partnering with five board members to adopt a rural school, donating computers to benefit 40 students and provide relevant training documentation and guidance.
- Led a team to distribute books and stationary to women and children residing at a Human Trafficking Rescue Foundation.
- Organized workshops on empowerment and leadership skills.
- Collaborated with groups of non-profit organizations to organize carnivals for 150 physically and intellectually disabled kids.

ASSOCIATION FOR COMPUTING MACHINERY

2013-2015

Events Head

- Selected best student chapter for the 2013-2014 school year amongst 11 student chapters.
- Coordinated volunteer teams to arrange technical workshops for over 200 students to orient them with the practical applications of coding.
- Analyzed and drafted reports for 15 organized events and devised strategies for future implementations based on current data.

OTHER EXPERIENCE

Office of International and Executive Programs, University of Maryland

2015-2016

English Instructor (<http://www.oiep.umd.edu/landing/People>)

- Tutoring 6 Chinese Criminology and Criminal Justice Graduate students in English individually over Skype.
- Developing weekly study plans catering to improve the student’s English speaking, listening, reading and writing skills.

Professor Dinaz's Institute

2012-2014

Assistant Teacher (English Language)

- Mentored a group of three to five students in grades five through eight in IGCSE First Language English.
- Devised individualized plans based on curriculum and students’ learning needs
- Directed three groups of five students in public speaking and leadership development.

ADDITIONAL INFORMATION

- Languages: English (fluent), Hindi (fluent), Gujarati (native), and Marathi (basic).
- Technical Skills: Microsoft Excel, Java, HTML, C++, CSS, PHP, SQL, VB, XML, C#, JQuery, JavaScript.
- Currently training in Python, R and Big Data Technologies
- Familiar with Blender, Rational Rose, MATLAB, Visual Studio, Visual Studio LightSwitch, TASM, AutoCad.
- Trained classical Bharatnatyam and folk dancer. Achieved highest certification.
- Publications:
 - ‘God Rays in Modern Gaming’-IJCA December 2014 Edition ISBN: 973-93-80884-45-5
 - ‘Secure Smartphone unlocking using NFC’ - Procedia Computer Science 2015 Vol. 45:465/469. Paper presented at DJICACTA international conference.

NIKITA PADHYE

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EDUCATION

Robert H. Smith School of Business, University of Maryland, College Park, MD

Dec 2016

Master of Science in Information Systems, GPA 3.20

- Database Management Systems
- Data Models and Decisions
- Big data
- Data Mining
- Project Management

Vishwakarma Institute of Technology, University of Pune, India

May 2014

Bachelor of Technology in Electronics Engineering, GPA 3.70

PROFESSIONAL EXPERIENCE

Programmer Analyst Trainee

Cognizant Technology Solutions Private Limited, Pune, India

Nov 2014- Jun 2015

- Developed Barclays Corporate Banking project using Agile (Scrum) methodology
 - Analyzed requirements, QA processes and performed testing to accelerate testing turn-around time by 25%
 - Identified scope, built and automated test scenarios for regression tests using QuickTest Professional (QTP)
 - Evaluated three core business areas: risk, revenue and product and delivered QA testing reports
 - Detected and reported software defects by JIRA- an incident management tool
-

KEY PROJECTS

■ Bio-medical Waste Management System (BWMS)

Dec 2015

Designed and developed a BWMS in a team of four to track bio-waste from point of generation up to disposal using SQL- database backend and Salesforce- graphical user interface frontend

■ Data Networks and Infrastructures: CHAD

Dec 2015

Performed SWOT analysis of network providers in Chad to recommend ideal service provider and feasible locations for business expansion

■ Text4Health (APHA Codeathon 2015)

Nov 2015

Worked in a team of six to develop the application, Text4Health, to increase life expectancy by sparking change at individual, organizational and policy level

■ Managing Digital Businesses and Markets

Oct 2015

Analyzed and presented impact of instant messaging on communication industry based on the concepts of- Network effects, Winner take all Market, Switching costs, Path dependency and Asset specificity

■ Balancing-Power saving Protocol in Wireless Sensor Networks (WSN)

May 2014

Collaborated with three classmates to develop an algorithm for multi-hop packet transmission achieving longest life-time over entire network taking into account battery energy levels of each node

Conceptualized a code that facilitated balancing of entire network resulting in a 40% increase in network life-time

SEMINARS

April 2013

- Delivered a seminar on Innovative Technology- 'Wireless Telemetry for Electronic Pill', a miniaturized electronic pill device devised for diagnostic and therapeutic purposes
-

SKILLS

- Programming Languages: R, SQL server, MySQL, C, C++, Embedded C

- Tools and Technologies:

Big Data-Hadoop (Hue, Hive, Pig, Sqoop), Microsoft Excel- Solver, Optimization, Hypothesis testing, Decision trees, Pivot tables

Salesforce, Agile, Wireshark, HP Quality Center, HP QTP, JIRA, IBM Bluemix

AWARDS AND ACHIEVEMENTS

- Won first prize in APHA (American Public Health Association) Codeathon 2015-competition focused on improving the average life expectancy rate in the United States
- Led a team of 30 for a Talent Hunt competition at regional level, awarded with best performance

Noah Fields
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EDUCATION

University of Maryland, Baltimore County, Baltimore, MD
Bachelor of Science, Psychology
GPA: 3.39

EXPERIENCE

Intern, Kennedy-Krieger Institute — 09/2013-12/2013

Helped manage patients and assisted with behavioral research on severely disabled children who exhibit severe problem behavior.

Intern, UMBC Applied Behavior Analysis Lab — 09/2013-05/2014

Assisted with running participants through human operant experiments and collecting behavioral data.

Customer Service, JBA Network; Asheville, NC — 05/2009-07/2009

Assisted customers with a web-based newsletter mailer and helped with troubleshooting issues that arose.

Mac Specialist, Apple; Montgomery Mall, Bethesda, MD — 11/2005-01/2006

Sold Apple products and gave training sessions to customers.

Computing Services, Warren Wilson College; Swannanoa, NC — 08/2005-05/2006 & 01/2007-05/2007

Attended Warren Wilson College for three semesters, where I worked in the Computing Services department. I was responsible for maintaining computers and technology for most staff, faculty, and students of the college.

Sales Associate, macUpgrades; Bethesda, MD — 05/2005-08/2005

Duties included the sale of Apple products and related accessories, as well as assisting with computer upgrades, diagnostics, and repairs. I also helped with administrative tasks such as stocking and keeping track of inventory. I attained ASW (Apple sales) certification during my time here.

SKILLS

10+ years experience with computer hardware and software, sales, customer service, cashiering, working with mentally disabled children.

Rahul Khadilkar

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EDUCATION

Robert H. Smith School of Business, University of Maryland, College Park, MD

December 2016

Master of Science in Information Systems. GPA: 3.4

VES Institute of Technology (VESIT), University of Mumbai, Mumbai, India

June 2014

Bachelor of Engineering, Major: Electronics and Telecommunication

PROFESSIONAL EXPERIENCE

Accenture Services, Mumbai, India

2014 - 2015

Associate Software Engineer (10 months)

- Performed role of quality analyst as a manual software tester to ensure product quality and data integrity in the data migration domain working with tools designed on the MS-Office suite.
- Designed and implemented new add-on feature within Excel-VBA using automation scripts customized to improve project output efficiency by 11% and was adopted project wide.
- Trained two project resources to implement automated scripts to ensure operational consistency.
- Identified and rectified execution method resulting in completion of specific project deliverables three days in advance, meeting deadlines convincingly.
- Proposed workflow solution altering execution processes resulting in 20% improvement in productivity.

PART-TIME WORK EXPERIENCE

Oct 2015-Present

Terrapin Technology Store, University of Maryland IT Services

Technical Assistant

- Performed role of Technical support student employee, helped solve over 100 tickets having several hardware and software issues for PC Mac Apple and android devices. Learnt critical techniques to solve unique and challenging problems.

CERTIFICATION / RELEVANT PROJECTS.

- Pursuing certification – Introduction to R programming
- Sarah gets a diamond case study- Performed data analysis and built a model to predict the prices of diamonds using linear regression and variable transformation. Awarded with extra credits for developing the Best model.
- Performed a detailed study on the network infrastructure of a country – Guinea in West Africa as a case study to make recommendations for a virtual client as a grad school project.
- Developed an android based application with back end MySQL database connectivity, JSON and PHP to manage a student-teacher system to simplify process of opening assistantship positions for mutual benefit of the academic community.
- Developed an android application for medical practitioners performing critical factor predictions using published growth chart data to simplify the consultation process for doctors.

LEADERSHIP/VOLUNTEER EXPERIENCE

Indian Society for Technical Education (ISTE)

2012-2014

Planning and Management Officer

- Led team of six for student group of 242 students for Industrial Visit to six companies providing practical exposure to students.
- Managed and coordinated three year-end annual symposiums including financial budget analysis and conducted sponsorship drives and generated \$5000, attended by 300 people every year.
- Organized and conducted a total of 23 events each year of technical and non-technical domains for 700 members every year enriching overall personalities and skills.

Social Responsibility Team – VESIT

2013

Volunteer

- Musical performance in group of four on stage in old age home visit on World Health Day for social cause and awareness.
- Taught math and science to 50 children at small village on Children's Day to help promote awareness of education.
- Coordinated volunteer work at Golden Temple in Amritsar, India; served food to needy to help lead a better life.

ADDITIONAL INFORMATION

- **Technical Skills:** Proficient level in Java, JSON, Android Development, MS Excel; MS-SQL, PHP, MS Word, Tableau, Google Analytics [SPR16], Data Mining [SPR16], Hadoop[Fall16], R [Fall16].
- Publication: International Journal for Engineering and Technology – lead student author "Comparison of Performance of Microstrip Antenna at 2.4GHz Using Different Substrate Materials"

Nora (Huijuan) Zhao

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LinkedIn: <http://www.linkedin.com/in/norahuijuanzhao>

EDUCATION

Robert H. Smith School of Business, University of Maryland , College Park, MD Master of Science in Marketing Analytics	May 2016
School of Business Administration, Hunan University(HNU) , Hunan, China Bachelor of Management , Major: Business Administration GPA: 3.4/4.0	June 2015

- Awarded merit-based scholarship for two years

PROFESSIONAL EXPERIENCE

Relevant Projects , University of Maryland	August 2015 - February 2016
▪ Tropicana -- Retail pricing decisions based on point-of-sales scanner data (SAS)	
▪ L'Oreal -- Analyzing print ad designs using eye-movement data (SAS)	
▪ Wisk -- Evaluating the effectiveness of sales promotions based on scanner panel data (SAS)	
▪ Whole foods -- International market segmentation for global retailers (GLIMMIX, EXCEL)	
▪ Philips -- New product development through choice-based conjoint analysis for coffee makers (GLIMMIX, EXCEL)	
▪ Cell2Cell -- Customer churn prediction (R, SAS)	
▪ Hughes -- Predicting segment size for new product (R, SAS, GLIMMIX)	

Chunhe Seed Industry Limited , Anhui, China	January - March 2015
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Intern Marketing Analyst Assistant

▪ Collected marketing data from all aspects such as suppliers, distributors and internal marketing department. Analyzed data from variety of analytical tools including SPSS.
▪ Proposed improved 4P strategy for company based on STP theory and Sustainable Market-ing Enterprise Model put forward by Philip Kotler.
▪ Facilitated sales team in collecting customers' feedbacks and solve their problems making a 10% increase of total sales.
▪ Assisted marketing manager to deal with daily affairs and acted as bond among marketing and other departments.

COFCO Coca-Cola Beverage (Hunan) Limited , Hunan, China	July - August 2014
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Intern Sales and Marketing Assistant

▪ Conducted market research and explored survey data to project customer demand trends across 3 provinces.
▪ Performed customer profiling, segmentation through SAP business analytic software.
▪ Determined consumer behavior patterns through regression analysis and factor analysis utilizing SPSS and R.

LEADERSHIP EXPERIENCE

School of Business Administration, Hunan University , Hunan, China	July - September 2013
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Freshman Advisor

▪ Elected from over 40 candidates as freshman advisor.
▪ Cooperated with other advisors to lead team training and orientation for newcomers.
▪ Awarded excellent freshman advisor.

Public Relation Department of HNU Student Union	September 2011 - November 2013
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Vice-minister; Principal of Chucai Card Program

▪ Administered a team of 20 to initiate Chucai Card, a promotion card providing students discounts from the stores.
▪ Investigated and examined students' demand and stores' supply around campus.
▪ Mentored and led team members to negotiate with stores especially whose business is thriving.

VOLUNTEER EXPERIENCE

Social Welfare Club , Hunan, China	April 2012 - February 2015
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Co-founder

▪ Called for and organized people to do community service in Changsha No.1 Social Welfare Home regularly.
▪ Gave speeches especially in local universities and communities to improve public awareness of caring about the vulnerable groups such as empty nest.

ADDITIONAL INFORMATION

▪ Technical Skills: SQL, SAS, GLIMMIX, R, Machine Mining, Tableau, Hadoop, SPSS, VFP, C;
▪ Language: Mandarin Chinese (native); English
▪ Certificates: SAS Certified Base Programmer for SAS 9; SAS Certified Statistical Business Analyst Using SAS 9: Regression and Modeling

SARIKA DHOOT

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Ph: 240 274 7813 | College Park, MD

EDUCATION

Robert H. Smith School of Business, University of Maryland, College Park, MD	Aug 2015-Dec 2016
Master of Science in Information Systems	GPA: 3.60/4.0
Coursework: Database Management Systems(SQL), Data Models and Decisions, Managing Digital Business Markets, Data Mining and Predictive Analytics, Big Data(Hadoop, Pig, Spark), Business Process Analysis(Agile)	
Cummins College of Engineering for Women, Pune, India	Jul 2011-May 2015
Bachelor of Engineering, Computer Engineering	GPA: 3.70/4.0

PROFESSIONAL EXPERIENCE

The Kraft Heinz Company, Pune, India Technology Intern	Dec 2014-Jan 2015
Distribution Management Software (WinOmkar)	
<ul style="list-style-type: none">Analyzed supply chain data to generate reports for supply chain performance management.Performed optimization analysis using SQL Query Profiler to reduce operational costs and improve performance by 15%.Designed E-R diagrams and Data flow Diagram for 6 new business processes in existing systems for Heinz.Produced secondary sales reports for MeraNet application to increase supply chain visibility for clients by 25%.	

ACADEMIC PROJECT EXPERIENCE

Analytics: Bike Rental Service Maryland	Aug 2015-Dec 2015
<ul style="list-style-type: none">Used Risk tool to implement a simulation for bike inventory management and tracking using random input variables.Calculated profit/loss against various business constraints to the rental business and optimized profit using Solver Table.	
Database Management System Robert H. Smith School of Business	
• Created an application that improves efficiency and management capability of university to store, retrieve and modify student and faculty data using an intuitive front end built using PHP, HTML and CSS.	Aug 2015-Dec 2015
<ul style="list-style-type: none">Implemented complex join and SQL queries in the backend on MySQL Server.	
Analytics: Analysis for Water Resource Management Persistent Systems Ltd.	
• Developed water scenario dashboard of 29 states analyzing datasets visualized using choropleth and stacked bar charts.	May 2014-May 2015
<ul style="list-style-type: none">Analyzed 15 water datasets with R programming using clustering, time series and statistical inference analytics to detect usage patterns, water quality gradations and infrastructure status.	
<ul style="list-style-type: none">Won first prize in a project based state-level Hackathon'15 held at Pune Institute of Computer Technology.	

LEADERSHIP/VOLUNTEER EXPERIENCE

Information Systems Association (ISA) Smith School Vice President	Dec 2015-Present
<ul style="list-style-type: none">Administered 'Ace the Case' by Accenture including a total participation of more than 150 students.Organized Python Workshop for Data Analytics with a turnover of 200 attendees.	
National Service Scheme, India	
• Active member of the NSS chapter at Cummins College of Engineering for Women, Pune.	Jul 2014-Jul 2015
<ul style="list-style-type: none">Organized two tree plantation drives and arranged two blood donation camps including a total participation of more than 800 people.Coached 30 rural primary school children in basic computer skills and use of Microsoft Office.	

ADDITIONAL INFORMATION

• Technical Skills: Java, SQL, R Programming, Python, C, C++, PHP, HTML, CSS, Oracle Database, SQL, MATLAB, Javascript, UML, MS Excel, Solver Tables, StatTools, @Risk, MS Word, MS Powerpoint, Salesforce, Visio.
• Presented a seminar on Apache Spark analytic engine comparing its performance against Map Reduce.
• Certified Courses: 'Core Java', 'Data Scientist's Toolbox', 'Data Analytics and Statistical Inference', 'Programming for Everybody (Getting started with Python)' and 'Using Databases with Python'.

SOHNI NAGPAL

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EDUCATION:

Robert H. Smith School of Business, University of Maryland, College Park, MD

Master of Science in Information Systems (3.518)

December 2016

- Relevant course work: Data models and Decisions, Database Management Systems, Data networks, Managing Digital Business Markets, Data mining, Big Data, Strategic and Transformational IT, Business Process Analysis

Thadomal Shahani Engineering College, Mumbai, India

Bachelor of Engineering: Electronics and Telecommunication Engineering (72.61%)

July 2015

PROFESSIONAL EXPERIENCE

Internship at National Thermal Power Corporation, Mumbai, India

September 2014- October 2014

- Created a web application for employee suggestions regarding the pay revision
- The application became a part of the company's intranet and it was developed using MVC technology, C# language and SQL server database.

TECHNICAL SKILLS:

Tableau, Python, MVC technology, SQL, MATLAB, Microsoft Office(Excel, Powerpoint, Word), StatTools, Precision Tree, @risk ,Arduino, Wireshark, AutoCAD, Express PCB

ADDITIONAL PROJECTS

Database Management Systems- SSRV Railways

December 2015

- Developed a robust railway management system using SQL which facilitates users in carrying out all booking related transactions efficiently, enables its employees to not only keep track of these activities but also empower them to make changes in train schedules and ticket allotments.
- Worked on SQL for back end including ERD, logical and physical design; and developed front end using PHP and HTML

Impact of Yelp on online dining recommendation industry

August 2015-October 2015

- Analyzed Yelp's impact on the transformation of the dining reviewing experience using appropriate statistics and various models including Porter's five forces and Porter's generic model. Prepared a report on Yelp's strategies, revenue model, market share, major competitors, profit margin analysis over a period of 12 years and its future using Google trends and other applications.

Motion detection using webcam in Image Processing

June 2015

- Designed a project enabling a stationary webcam to rotate 90 degrees in either direction, through motion detection and tracking, thus increasing efficiency by 50%.
- Constructed algorithms to facilitate movement of webcam mounted on servomotor with corresponding commands from Arduino, utilizing MATLAB and OpenCV application.
- Prepared a report on project proposed system design, its future scope and applications and presented a paper on the same in Technical Paper Presentation held by IEEE.

LEADERSHIP AND VOLUNTEER EXPERIENCE

Smith Master Student Association

September 2015

Ambassador

The Management Society, TSEC

June 2013-June 2014

Creative Head

- Mentored a seven-member team of diverse personalities in deadline driven environment and thus conceptualized and executed two national level festivals with a \$5000 budget within two months of preparation.
- Devised and executed a strategic plan of action including searching and negotiating suitable venues to ensure cost of events remains under pre-determined budget.
- Trained staff prior to event and thus performed all operations and duties smoothly and as per set guidelines.

The Rotary Club of Bombay West, Mumbai

November 2013

Volunteer

- Participated in numerous street plays and flash mobs on social causes aimed at public awareness.
- Planned and executed various fund raising events including SMS campaigns to drive participation in events.

SONAL SONAWANE

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EDUCATION

- Robert H. Smith School of Business, University of Maryland**, College Park, MD December 2016
Master of Science, Information Systems, GPA 3.67
- Member of Smith Master's Student Association
- Fr. Conceicao Rodrigues Institute of Technology, University of Mumbai**, Mumbai, India May 2012
Bachelor of Engineering, Information Technology
- Member of Agnel Social Cell
 - Chief organizing committee member of Computer Society of India (CSI)
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PROFESSIONAL EXPERIENCE

- L&T Infotech**, Mumbai, India February 2013 – June 2015
Software Engineer
- Designed and implemented four modules in FLATPACK Configurator application, a switchboard designing application for L&T Switchgear
 - Led team of eight for front end development in an Engineering and Procurement application; handled client requirement gathering; secured three new projects
 - Conceptualized features for extracting meaningful information from big data; created reports to make operational and strategic decisions; increased revenue by 12%
 - Implemented first ever SAP NetWeaver Gateway based project in company; improved processing time by 25%, paved way for other projects using same technology
 - Analyzed and presented Proof of Concept (POC) for end-to-end implementation of SAP NetWeaver Gateway; reduced person-hours required in development by 33.33%
 - Mentored four new hires; conducted five Knowledge Transfer sessions for new recruits
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KEY PROJECTS

- Designed and developed Art Gallery Management System in a team of four using Salesforce
 - Performed feasibility study for business expansion and suggested recommendations for corporate communication network providers in Ghana
 - Analyzed and presented the impact of digital distribution on music distribution industry
 - Collaborated with three classmates and engineered embedded system application for home environment control and house breaking detection based on concept of 'Internet of Things'
-

LEADERSHIP/VOLUNTEER EXPERIENCE

- Spearheaded committee of 50 people for Annual Event of L&T Infotech, attracted over 400 employees
 - Organized two technical events and devised promotional campaigns for L&T's online magazine; achieved 8% increase in subscribers
 - Initiated four blood donation camps for college social cell; received over 200 donations per event
 - Supervised a team of 20 people to host multiple sports events achieving a footfall of over 1000 people
 - Represented district at two state-level table tennis; won six gold medals and prize money worth INR4K
 - Coordinated recruitment of sports teams from five schools; promoted sports programs to local community by coaching at two summer camps for 50 students
 - City finalist from 300 participants for Young Author's Contest; recognized for creative story writing
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ADDITIONAL INFORMATION

- Proficiency in C++, Java, SQL, JavaScript, HTML, HTML5, ActionScript, MXML, XML, CSS, SAP NetWeaver Gateway, SAP NetWeaver Developer Studio, Adobe Flash Builder, SAP UI5, Salesforce
- Languages: Hindi (fluent), Marathi (fluent), Sanskrit (conversational)

SUBODH JAKKULA

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EDUCATION

Robert H. Smith School of Business, University of Maryland, College Park, MD

Dec 2016

Master of Science, Information Systems (MS-IS), GPA: 3.6

- Relevant Coursework: Business Process Analysis, Project Management, Strategic IT Management, Data Mining and Predictive Analytics, Database Management Systems, Google Analytics

Osmania University, Hyderabad, India

Jun 2013

Bachelor of Engineering, Mechanical Engineering, GPA: 3.6

- Published a paper titled “Analysis of cross-flow heat exchanger” for maximization of effectiveness using optimization techniques

PROFESSIONAL EXPERIENCE

National Foreign Language Center, College Park, Maryland

2015-Present

Graduate Assistant - Systems Analyst

- Participate in eliciting and gathering business requirements, document functional specifications, create use cases and wireframes for web-based UI redesign
- Standardized Software Requirements Specification documents by adhering to IEEE standards and reduced requirements related ambiguities
- Optimized development and testing processes and increased efficiency by 25% by analyzing end users' browser preferences through Google Analytics
- Involved in systems integration testing during 6 sprints and ensured defect-free software releases
- Redesigned the existing test suites to improve readability of test cases and reduced 15% errors during regression testing
- Reported and tracked issues in JIRA, and ensured requirements coverage in a project operating in SCRUM methodology

Cognizant Technology Solutions, Hyderabad, Telangana, India

Sep 2013-Jun 2015

QA Programmer Analyst

- Supervised staff of two on two mission-critical assignments and delivered projects ahead of deadlines
- Demonstrated detail-oriented approach to ensure 0% defect leakage for over 100 tickets and enhancements
- Expedited cross browser testing by 35% by using BrowserStack tool during targeted testing of web-based applications
- Created an Excel macro to reduce formatting time spent by 75%
- Designed a training manual to improve adoption rate and understandability of the macro
- Analyzed and resolved knowledge gaps at account level by designing a web portal
- Gathered over 350 knowledge transition documents and videos under one repository to improve accessibility and reusability
- Learned and implemented ADPART, a cognizant tool to derive test cases from workflows to enable flexibility in requirements

LEADERSHIP/ VOLUNTEER EXPERIENCE

Graduate Student Government (GSG) – University of Maryland

Sep 2015-Present

Communication Committee Member

- Executed an organization wide goal of increasing GSG awareness and student participation in the activities through IT
- Created an online survey to gather inputs from graduate students for the redesign of GSG website and translated them to webmaster

ACADEMIC PROJECTS

Business Process Analysis – IoT BitByte Mobile Application

Sep 2015-Present

Systems Analyst/ Lead Software Developer

- Redefined user stories based on INVEST model, conducted Android development learning sessions for SCRUM team
- Developed a mobile application using Java and XML, and groomed the product backlog based on client feedback

Business Case Analysis – FiscalNote, Inc.

Jan 2016-Mar 2016

- Applied resource-based VRIN, porter's five forces and SWOT frameworks to analyze firm's potential and make recommendations

ADDITIONAL INFORMATION

Databases: MS SQL Server, MySQL, ASE Sybase

Applications: MS Visio, MS Excel, MS PowerPoint

Testing Tools: QMetry, Test Rail, JIRA, Selenium

Languages: SQL, R, HTML, Java, XML

Tools: JIRA, Lucidchart, Accompa, RStudio, Palisade Stat tools

Tony (Yutong) Chen

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Education

Master of Science in Information Systems

University of Maryland - College Park

GPA: 3.87/4.0

Expected Graduation: December 2016

Bachelor of Science in Accounting and Information Systems

University of Maryland - College Park

GPA: 3.79/4.0

May 2015

Professional Experience

University of Maryland Robert H. Smith School of Business

January 2016 – Present

Administrative Assistant

College Park, MD

- Assisted new Master of Information Systems student admission as well as managed alumni relations

Simple Entry LLC.

May 2014 – July 2014

Accounting Intern

Washington D.C.

- Oversaw chart of 25 accounts and managed invoices payables utilizing QuickBooks
- Helped to create financial statements with the CFO to ensure financial statements integrity
- Organized investor meetings for 15 investors and presented our products to earn investments from five investors
- Developed three Decisionaire surveys for product support to improve our products with necessary consumer data

China Construction Bank

June 2013 – August 2013

Lobby Leader Assistant

Haikou, China

- Informed and referred services offered to over 600 clients to improve operating efficiency and saved client time
- Guided over 300 clients in completing forms such as deposit forms with over 90% positive feedback from clients
- Recommended credit card services to 100 clients and increased credit card applications by 10%
- Created functions in MS Excel to streamline staff bonuses recording process by 20%

Leadership

Ascend-NAAMBA Maryland Chapter

January 2016 – Present

VP of Marketing

College Park, MD

- Managed marketing and communication for Ascend-NAAMBA.

Master of Science in Information Systems Program

September 2015 – Present

Track Representative

College Park, MD

- Addressed problems and concerns such as problems with registering for classes for students in our track
- Arranged a movie night and help students relief academic pressure

Relevant Skills/Project

Information Systems Project (May 2015): System Development Lifecycle, Visible Analyst, data flow diagrams, entity relationship diagrams, PHP/JavaScript/CSS

- Created a mobile-friendly website using coding and web design techniques
- Started from conceptual design using DFD and ERD to physical implementations of the website according to the system development lifecycle. The website was able to sort off-campus dining deals for any days of a week and was one of the top projects in class
- Achieved A grade for the project

Technical: QuickBooks Online, Salesforce, Minitab, MS SQL Server Management Studio, Visual Basic, MS Office, Adobe Dreamweaver, HTML/CSS/JavaScript/PHP

Languages: Native proficiency in Mandarin

Vivek Natanasabapathy

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EDUCATION

Robert H. Smith School of Business, University of Maryland , College Park, MD Master of Science in Marketing Analytics, GPA: 3.94/4.00	May 2016
▪ Predicted customer churn on cell company data using logistic regression and CART in SAS and R. Model had highest predictive power amongst 8 competing solutions built by classmates. Also employed survival analysis and cost benefit analysis to strengthen recommendations	
▪ Built models for response to pricing and promotions, print ad design effectiveness using eye-tracking data, choice models for sales promotion effectiveness, market segmentation and choice based conjoint modeling for new product development. Coded in SAS and GLIMMIX.	

FLAME School of Business , Pune, India Post Graduate Diploma in Management (MBA equivalent) , Focus Area: Marketing	2007-2009
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Birla Institute of Technology and Science (BITS) , Pilani, India B.E. (Hons), Electronics & Instrumentation	2003-2007
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PROFESSIONAL EXPERIENCE

United Breweries (Holdings) Limited , Bangalore, India Senior Manager – International Marketing (24 months) <i>India's largest beer manufacturing and marketing firm with a global footprint of over 50 countries</i>	2013-2015
▪ Analyzed consumption patterns in Singapore and Malaysia, drafted and effected a two year plan involving product launches, timely promotions and pricing changes to grow sales by 50% (CAGR).	
▪ Developed spreadsheet application to simplify budgeting and product pricing decisions thereby reducing quotation processing time by 40%.	
▪ Created a regression model, negotiated with vendors, and reduced transportation costs by \$41K in FY 14-15.	
▪ Managed a team of two developers to translate the profit center's budget into the company's SAP system which led to reduction of report generation time by 60%.	
▪ Developed new clients to distribute Kingfisher beer in Malaysia and Jordan, generating revenues of \$325K in FY14-15.	
A. V. Thomas & Co – Consumer Products Division , Coimbatore, India Deputy Manager – Marketing (3 months)	2013
▪ Collaborated with design, research and media agencies to develop and execute launch plan for AVT GoldCup with a budgeted spend of \$75K	
Coffee Day Global Limited , Bangalore, India Assistant Manager – Marketing & Product Management (46 months) <i>Asia's largest coffee conglomerate (\$200M) with business interests in Cafés, FMCG, Vending, Exports and Plantations</i>	2009-2013
▪ Through effective co-ordination with cross functional teams, directed product management efforts of portfolio of 37 products for the hot beverage vending business, contributing an annual sales value of USD 20 Million.	
▪ Enabled the brand to consistently increase market share by 2% every year through better product positioning and pricing based on effective and periodical competitor research.	
▪ Generated additional revenue of \$80K in FY12-13 by launching the single serve coffee maker, WakeCup; Spearheaded detailed research, test market strategy, marketing plan, packaging, brand identity, customer trials and content creation.	
▪ Overhauled lead management system generating additional \$160K business in Small Businesses segment in FY12-13.	

TECHNICAL SKILLS

- Programming – R, SQL, SAS, VBA & HTML.
- Tools – MS Office, Glimmix, SPSS & MiniTab

ADDITIONAL INFORMATION

- Certified Six Sigma Green Belt professional.
- Language Skills – Intermediate French proficiency.
- As member of school and college tennis teams, participated in numerous competitions.
- Being an avid birder, participated in the 2012 HSBC Chennai Bird Race and stood second place.
- Directed and staged several plays while serving as director of Pilani Tamil Mandram Play Troupe in 2007.

WENDY WANG

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EDUCATION

Robert H. Smith School of Business, University of Maryland	Dec 2016
Master of Science in Information Systems	GPA: 3.50/4.00
University of Pennsylvania State University, University Park	May 2013
Bachelor of Science in Finance, Minor in Economics	GPA: 3.58/4.00
Dean's Lists for Academic Excellence	

PROFESSIONAL EXPERIENCE

Mitsubishi UFJ Financial Group, Inc. (Former Union Bank), Brea, CA	Sep 2013 - Jul 2014
Business Analyst (Lead)/ Project Coordinator	
• Collaborated with senior executives to upgrade legacy IT system; analyzed the existing system for feasibility to implement new technical solution	
• Partnered with operational risk management team to devise business plans and proposals for vendor selection	
• Managed complex corporate projects with strict deadlines using analytical and quantitative skills (i.e. SQL, Visio, Excel and Microsoft Suite tools)	
• Organized and mediated business stakeholder meetings to develop project scope, formulated key strategies and conducted Business Requirement Document (BRD) walkthroughs	
• Verified data usage, addressed data redundancy issues and performed data-mapping for data migration	
• Analyzed business process issues and developed solutions to improve system efficiency which resulted in system efficiency improvements by 30%	
• Coordinated with technical and business teams to gather business requirements and translated them to functional specifications (e.g. C.R.U.D. analysis). Translated business objectives into analytical and technical deliverables, and actionable solutions	
• Built Requirements Traceability Matrix (RTM) to ensure the technical solution aligned with user requirement	

RELEVANT PROJECT

Best Valued Diamond	Oct 2015
• Determined the correlation between a diamond's price with measurements of quality and size	
• Conducted exploratory data analyses on all variables, created data visualizations, performed statistical inference based on predicted multivariate linear regression model using Excel statistical package StatTool	
• Produced a report summarizing an analysis on the determinants of a diamond's price	
Implementation of DBMS system for a virtual bouquet shop	Dec 2015
• Built salesforce platform to automate the inventory and sales business process	
• Performed database design and wrote DDL, DML, DCL queries to build and populate data	
• Created views to support business inquiries and automate triggers to send email notification to manager roles	

LEADERSHIP

Vice President of Smith Master Student Association	Sep 2015 - Present
• Organized and hosted school wide events with officers of the organization and administrative personnel	
• Guided student ambassadors in communication and fundraising duties	

SKILLS

• Technical: Software Development Life Cycle(Waterfall, Agile), SQL, Python, R, Data Mining, Relational databases
• Tools: Tableau, Salesforce, Wireshark, HP Quality Center, SharePoint, Amazon Web Services
• Microsoft Office suite: Advanced Excel (Solver, StatTool, @Risk, Precision Tree, Pivot Table), Visio, Project
• Bilingual in English and Mandarin, basic language competency in Korean

Wenjing Wu

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Education

Robert H. Smith School of Business, University of Maryland , College Park, MD	May 2016
Master of Science in Marketing Analytics , Focus Area: Analytics	
Qingdao University, Qingdao, China	Graduated 2015
Bachelor of Administration , Major: Marketing	
Study Abroad	
--University of Minnesota-Twin cities, Minneapolis, MN	Spring 2013

Relevant Work Experience and Projects

Action Learning Program with Hughes Network Systems	January 2016 to May 2016
▪ Used R to create a profile model of Hughes's customers in order to identify potential markets for new products.	
▪ Validated and visualized profile model, taking demographic and geographic information into consideration.	
▪ Combined both qualitative and quantitative analysis to deliver final report.	
Advanced Marketing Analytics Projects	September 2015 to January 2016
▪ Conducted mixture regression model, conjoint analysis and multinomial logit model to predict sales and price and offered solution to problems companies faced.	
▪ Analyzed cases related to Tropicana, L'oreal, Whisk, Whole Foods and Philips.	
Zurich General Insurance Company (China)	January 2015 to June 2015
Intern, Assistant of CRE&FM	
▪ Collaborated with IT service team, corporate marketing communication department and approximately 20 contractual vendors in support of daily operation.	
▪ Managed budget and accounts receivable process.	
Standard Chartered Bank	November 2014 to December 2014
Intern, Retail Banking & Wealth Management	
▪ Evaluated various investment portfolios, as part of a learning simulation, and made "client" recommendations.	
▪ Organized group study and competition to obtain a basic understanding of financial market and risk control.	

Volunteer Work and Extracurricular Activities

International Horticultural Exposition 2014	March 2014 to October 2014
Flower Usher for VIP guest	
▪ Escorted and guided a total number of over 10,000 guests to exposition, introduced the event and communicated with visitors.	
▪ Launched PR campaigns with local government and media to advertise and promote the exposition.	
CESI Business Challenge Competition	November 2013 to January 2014
Group Leader	
▪ Examined background of a virtual company, evaluated industry development and designed brand building.	
▪ Analyzed potential markets, conducted SWOT and analyzed proposed pricing strategy.	
▪ Drafted second place proposal which identified future direction and strategy of organization.	

Additional Skills

- Qualification: SAS Certified Advanced Programmer for SAS 9
- Other Skills: Microsoft Office Suite SQL R
- Language Skills: English & Chinese-Fluent French-Beginner

YUANZHENG ZHU

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EDUCATION

Robert H. Smith School of Business. University of Maryland, College Park, MD **2016**
Master of Science in Marketing Analytics, Focus Area: Data Analysis

Capital University of Economy and Business, Beijing, China **2014**

Bachelor of Management, Marketing

Graduated in top 5% of class

PROFESSIONAL EXPERIENCE

Founder of “Mr. Six” personal coaching **2016**

- Earn monthly income of \$4000, with more than 60% margin
- Manage team of three and eighteen clients
- Build online forum in “Wechat” and “Facebook”, posted and designed five online advertisement

Wal-Mart, Beijing, China **2015**

OP Employee intern (1 month)

- Conducted daily sales and inventory of more than 50 categories, worked in a team of six to enhance management and operation
- Researched and predicted market changes, such as seasonal changes and festival changes, and report to manager
- Designed product placement and price tag to increase purchase and product attractiveness

ERGO Insurance Group, Beijing, China **2012**

Marketing Analysis Intern (3 months)

- Conducted primary research to stay abreast with government policy changes for more than 20 reports per month
- Researched and analyzed data associated with five-hundred-companies to strengthen business offering and service
- Analyzed data of more than ten cooperative companies to inform strategic decision making

Zurich Insurance, Beijing, China **2011**

Data Analyst Intern (3 months)

- Analyzed historical data to forecast projection regarding market trends
 - Worked collectively with team of four to meet established targets and deliverables
 - Compared monthly data and reported changes to key stakeholder
-

LEADERSHIP EXPERIENCE

Marketing Analytics Track, Robert. H Smith School of Business **2015**

- Volunteered to represent 36 Marketing Analytics students; liaised with program administrators and career service personnel to communicate student issue and interest

“412” Drama Association, Beijing, China **2013**

- Invested \$10000 to produce polished trailers for upcoming shows, upgraded stage lighting equipment, as well as invited professionals to give performance training courses
- Won first place of “Beijing college student drama competition in 2014”

Global Management Challenge (GMC), Beijing, China **2011**

ADDITIONAL INFORMATION

- Language: Chinese, English, French
- Technical Skills: Microsoft Office Suite, SAS, R, Glimmix, SPSS
- Interests: Piano and Dramatic performance

Company Project and Research

University of Maryland 2015-2016

L’Oreal

- Analyzed print ad design for L’Oreal by advanced eye-tracking technology
- Enhanced the magazine advertisement attractiveness of L’Oreal

Giant

- Evaluated sales Promotion Effects Using Scanner Panel Data.
- Used purchasing incidence prediction, Brand choosing forecast and quantity or market share to calculate inventory and sales to lower cost.

Wholefood

- Worked collectively with wholefood to break into Europe Market
- Chose new store location from more than 100 location and different customer profiles.

Tropical Orange Juice

- Made pricing decisions model for Tropical Orange Juice
- Provided reasonable optimal new price for company managers, based on the formal 104 weeks sales and price

Phillips

- Designed proper attributes for advanced Phillips coffee maker
- Launched new Philips Coffee Marker based on customer preference.

AT&T

- Recognized the consumers who are high likely to churn to other competitors
- Built the profile of churn consumers
- Combined marketing 4PS to keep the consumer and attract new the customer

Hughes

- Built GLM model based on more than 9 million consumer data
- Compared old satellites and created newly targeting customer list and profiles
- Used 4PS to provide service to target customer

Social media research

- Collected and analyzed one semester data on “Wechat” and “Facebook” based on three hypothesis
- Promoted “Brand Name” is more effective than promoted “Brand Logo”
- Weekday advertisements are more effective than weekends on social media
- Customers are time sensitive with social media advertisement, should be shorter than one minute

Coors

- Analyzed market report bought from Nielson
- Cut the reports budget from \$15000 to \$3500