Iman Baghai

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SKILLS

Technical
R, Python, SQL, D3

Analytical
Deep analysis, growth, marketing analytics, user research

Strategy
CLV, marketing & business strategy, business case creation

ACTIVITIES

CFA Level 1 Certified (2017)

Executive-Editor, Washington Undergraduate Law Review (2015 – June 2017)

PWC UW Cyber-Security Case Competition Winner (May 2016)

Contributor to The Huffington Post

National Editor-in-Chief of The Junior Statement (2011-2012)

EDUCATION

University of Washington
September 2013 – June 2017
B.S. Informatics: Data Science; B.A. Political Science (Honors)

EXPERIENCE

Google Cloud, Marketing Analytics (via Accenture)
June 2017 – Present in Seattle, WA
Supporting various business lines on Google Cloud in a variety of functions from analytics to business & marketing strategy. Built and implemented a $20 million marketing strategy for a $50+ million business line and reducing marketing spend by over $\frac{2}{3}$ while improving top-line business growth.

Build out the customer lifetime model leading to strategic business decisions for a $50+ million business line.

Provide go to market thought leadership support for pursuing various business initiatives

Provide modeling and business case support for various business and product features.

Accenture, Consulting Analyst Intern
June 2016 – September 2016 in Seattle, WA
Supporting the state of California on a predictive fraud analytics project for food stamp recipients. Created current state of the predictive fraud analytics program and presented findings and optimizations to project leadership.

UW Information School, Teaching Assistant
September 2015 – June 2017 in Sacramento, CA
Teaching assistant for R programming (helped build out the class), Intro to SQL, and Advanced SQL courses. Assisted in creating courses materials, delivering the course materials, & leading sections of 40 students.

Liberty Mutual, IT Intern
June 2016 – September 2016 in Seattle, WA
Built a proposal to improve the internship program presenting it to Sr. Leadership. Found insights on application deployment success metrics using Tableau.