KANCHAN NATHAN

Near-Future UX/UI professional currently pursuing part time UX/UI bootcamp at Georgia Tech. 8 years extensive, diverse experience in People Management, Campaign Management, Account Management, Transcription, Social Leadership.

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EXPERIENCE

UX/UI Bootcamp Student

Georgia Tech   12/2019 - 05/2020   Atlanta, Georgia

Final Stage of full cycle of Mobile App Case Study Design Challenge

- My objective is to build a mobile travel app providing a personalized user experience with itineraries, customized budget travel options, travel logs, reviews and organized content like itineraries.
- I'm at the last stage of iOS Prototyping and Guerilla Testing.
- Here's the link to all my work on this project: https://drive.google.com/drive/folders/1pradEhzlExqh9w-JqfOFubW7m3UcSbhf
- Here's the link to the Project Deck: https://docs.google.com/presentation/d/1Bs8-D0q6R7WtUadGmxDkyK58anzdVT3ZO3Hb4Z8LL_A/edit#slide=id.g6da143d49f_1_271

Team Lead - Account Management

YAHOO! Software Development   07/2012 - 11/2013
Bangalore, India

- Headed a cross-cultural partnership team of 10 Search Analysts in Finance, Reseller, CPG, Pharma, Tech-Telco, Travel, Retail, Auto verticals with 0 regrettable attrition.
- Strategized and defined quarterly goals in alignment with company goals.
- Identified and hired top talent for the continued success of the team.
- Utilized market research, web analytics, internal tools and search engine data while processing a high volume of work while maintaining a high level of accuracy with revenue focus.

Senior Search Marketing Analyst

YAHOO! Software Development   04/2010 - 06/2012
Bangalore, India

- Proactively created training material, mentored, trained new hires and the team on best practices.
- Extensively managed top priority advertisers across verticals such as Coca-Cola, AT&T, Pfizer, TurboTax, Macy's, Victoria's Secret, NASCAR, NFL, NHL, Local.com driving Revenue and Ad Spend with focus on ROI.
- Implemented account set up, Campaign Creation, Keyword Expansions, Ad Optimizations, Landing Page Relevancy for Contextual, Mobile, Search and Display Advertising based on Advertiser goals.
- Insightful in-depth analysis provided to advertisers identifying opportunity to increase ROAS, Clicks, Brand Awareness on a daily basis.

Search Engine Marketing Analyst

YAHOO! Software Development   09/2008 - 04/2010
Bangalore, India

Skills and Expertise

- Adobe XD, Invision, Miro and good working understanding of Agile project management process, Kanban, from my time at Yahoo!
- Google Ads, Bing AdCenter for Data Analytics, MS Office Suite, MS Excel.
- Fundamental Working of third party tool like Comscore, EMarketer, and Management Tools like SalesForce, CRM.

OTHER THAN 4 INDIAN LANGUAGES

English   Native   ●●●●○   French   Beginner   ●●○○○

MOST PROUD OF

⚙ Automation

Piloted an automation drive across teams to reduce manual hours by 32%.

⚡ Increased Team Quality to 99% WoW Average

Redesigned team function at fundamental level maximizing productivity and quality.

🛠 Career Building and Mentoring Culture

Spearheaded workshops that involved series of talks from individuals with success stories, access to executives and leaders, with direct one on one mentorship programs to help with professional and personal growth.

AWARDS

🏆 Top Performer Award

Consistently meeting, exceeding goals including revenue goals and going **"Above and Beyond."**

🏆 Extra Mile Award

Displaying **Accountability** and **Leadership** during Yahoo! to Bing AdCenter transition.

STRENGTHS

♟ Leadership and Mentorship

Transformed an invisible team to become a driven, high achieving team by identifying and honing individual skills. Nurtured future generation leaders.

🤝 Strong Customer Focus

Lead the team on cross functional projects, to eliminate barriers for both internal and external stakeholders. Ensured project milestones are achieved within SLAs, networked across business functions to achieve operational objectives with high approval ratings.

EDUCATION

Bachelor of Arts in Psychology, English Literature, Journalism

Bangalore University

VOLUNTEERING

English Teacher

YEFI

Volunteered on weekends for 3 years teaching underprivileged children grades 5, 6, 7 with 40 students in each class.

- Created syllabus and study material from scratch.
- Single handedly filed for corporate funding and set up clean drinking water facility in the school.