MOIZ DESHMUKH

Boston - open to relocate | 617-309-7328 | deshmukhmoiz3@gmail.com | Portfolio | LinkedIn | GitHub

EDUCATION

Boston University | Boston, MA

Master of Science, Applied Business Analytics

- **Courses:** Marketing Analytics, Data Mining, Risk Analytics, Operations Management, Qualitative Analytics, Web Analytics
- **Certifications:** IBM Certified Data Analyst Professional, AWS Cloud Practitioner, META Digital Marketing Associate, Advance Excel, Python PY100, Google Analytics GA4, Google Ads, R Programming by BU Lab, Neuromarketing, SEO Specialist.
- **Achievements: Winner of Hackathon 2024** by BU ABA department, Host for the Oxford Research Club at Harvard University (HBS)

MIT World Peace University | Pune, India

Bachelor of Business Administration – (9.48/10 CGPA)

EXPERIENCE

Information Technology Specialist *(part-time) | Boston University, Boston, MA*   *Sep 2024 – Present*

- Utilized data-driven insights to manage and prioritize IT support requests, ensuring seamless operations for BU students and staff.
- Extensively using **ServiceNow** as the project management software to enhance the cross-functional operations and work-flow.

Graduate Teaching Assistant *(part-time) | Boston University, Boston, MA*   *Sep 2024 – Present*

- Offered the TA position for 2 major graduate level courses, "**Economic & Market Research Analysis**" and "International Business".
- Consulting students on the Quantitative and Qualitative attributes of the courses and guiding the Professor in the grading.

Digital Marketing Analyst | *Ad&M International, Dubai UAE*   *March 2022 – Nov 2023*

- Managed Led **digital marketing strategies** for **travel and hospitality brands**, including Rostamani Travels and Columbus Travels, optimizing paid media campaigns across **Google Ads, Meta, LinkedIn, and Programmatic DSPs**.
- Managed **$5,000+ monthly ad spend**, improving **ROI by 25%** through **A/B testing, audience segmentation, and CPC/CTR optimization**.
- Conducted **market trend analysis** using **Google Analytics GA4**, providing insights on traveler behavior, seasonal trends, and booking patterns to refine **performance marketing strategies**.
- Developed **data-driven media plans**, increasing **conversion rates by 22%** for travel clients by optimizing **search, display,** and **social** ad campaigns**.**
- Created **automated KPI dashboards in Looker Studio & Excel**, reducing reporting time by **30%** and improving **campaign monitoring and budgeting**.

Performance Marketing Analyst | *BizMode Tech, Pune India*   *Jan 2020 – Feb 2022*

- Led **data-driven** performance marketing strategies, analyzing **digital campaigns** across **SEM, PPC, SEO, and Display Advertising**, achieving a **22% increase in ROI** and a 15% reduction in **CAC**.
- Developed **automated KPI dashboards** in **Google Data Studio (Looker Studio) & Excel**, streamlining reporting processes and improving decision-making for stakeholders.
- Conducted campaign audits using **SQL** and **Python**, performing **exploratory data analysis (EDA), funnel analysis, and regression modeling** to optimize **PPC** and **ad spend**.
- Implemented **A/B testing** on ad creatives**, landing pages,** and **bidding** strategies, increasing **CTR by 20%** and reducing **CPA** by **15%**.
- Applied **predictive modeling (time-series forecasting, logistic regression)** to analyze conversion trends, improving **ROAS** and budget allocation strategies.
- Enhanced **SEO & SEM strategies** through **keyword performance analysis, CTA optimization, and audience targeting**, driving a 10% increase in organic traffic.

PROJECTS (https://github.com/moizd9)

Hackathon 2024 by Boston University (Winer of Business Case Analysis)

- Performed **data cleaning** and **anomaly detection** on a large dataset within 24 hours using **Python (Pandas, NumPy)**. Built **ML models** (**Random Forest, Decision Tree, XGBoost, Ensemble**) and created **data visualizations** using **Matplotlib, Seaborn, and Tableau** dashboards for actionable insights.

2024 Presidential Elections Campaign Spending Analysis (Project Link)

- Analyzed $2.8B+ in campaign expenditures using **Pandas, Matplotlib, and Seaborn**, uncovering **state-wise and party-specific** spending trends. Also created an intense comparison of Digital vs non-digital spending between Red and Blue parties.

Marketing Analytics Project: Analysis of Lobster Land (Project Link)

- Processed data using Python **(Scikit-learn, Pandas) & Tableau**, identifying a 15% revenue growth opportunity through K-means clustering and A/B testing, improving customer segmentation accuracy by 25% and optimizing campaign efficiency.

New York Real Estate Business Analysis (Project Link)

- Evaluated **10+ years of transaction data** using **R (forecast, ggplot2) & Python (NumPy, Pandas)**, improving **investment decision accuracy by 35%** with predictive modeling and then performing Data Visualization using PowerBI.

TECHNICAL SKILLS

Programming & Scripting: Python, R, SQL, NumPy, Pandas, Matplotlib, Seaborn, Scikit-learn, Jupyter, Power Query

Frameworks & Databases: SQL, MySQL, PostgreSQL

Tools & Cloud: Git, AWS (EC2), Power BI, Tableau, IBM Cognos, Google Analytics GA4, Google Looker Studio, Service Now, Trello, JIRA

Analytics & Data Science: Machine Learning (Scikit-learn, XGBoost, Random Forest, Decision Tree), Data Visualization (Tableau, Matplotlib, Seaborn), A/B Testing, Statistical Analysis (R, SciPy), Customer Segmentation, Clustering (K-Means, Hierarchical Clustering), Regression Analysis (Linear, Logistic), Time Series Forecasting, Data mining, SQL Query, Pivot Table

Business & Marketing Analytics: Digital & Performance Marketing (Meta Ads, Google Ads, TikTok Ads), Campaign Optimization, Media Planning & Buying, Customer Behavior Analysis, Paid Social, Paid Search, SWOT, PESTEL, Breakeven Analysis, Data-Driven Decision Making