

Mrudu Lahari Malayanur

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WORK EXPERIENCE

Solutions Consultant

Syracuse, New York

Upstate Hospitals

Jan 2024 - Present

- Created advanced Power BI dashboards using 3 years of historical customer data, demonstrating expertise in data visualization & customer satisfaction resulting in a 25% improvement in decision-making accuracy.
- Liaised with cross-functional teams, stakeholders, and data engineers, employing advanced communication to devise PRD and Programmed SQL to perform data analysis and research process pain points for over 1.5k customers/month.
- Evaluated the financial loss of the current process by identifying and budgeting non-value-added resources, revealing a 60% wastage in revenue, thus contributing to highlighting the CTQC factors to align with the organizational vision.

SKILLS: Project Mgmt., PRD, Data Analysis, Communication, Tableau, Stakeholder/Client Management, Lean Six Sigma, SQL

Project coordinator, B2C

Syracuse, New York

iConsult – Moe's Modifications, Customized B2C services, Digital experience

Sept 2023 – Dec 2023

- Collaborated across research, BI, software, finance, and marketing teams to understand decision-making parameters, gathered requirements; defined KPIs, and developed product roadmap to streamline action plans in Agile/scrum thereby reducing cost and utilization of resources by 15%.

Product Engineer, Sales and Service Cloud

Pune, India

Bajaj Finserv Limited - CRM-based Personalized Health Insurance provider, FinTech

Jan 2022 – July 2023

- Led ideation and accelerated the product journey of a scalable user application on CRM, established and introduced 2 key features, resulting in a 35% improvement in sales operational workflows, and market penetration in rural India.
- Achieved a 45% increase in customer acquisition worth 12M\$ by engineering automated REST API integrations with external services, triggered custom messages via SMS, WhatsApp, and Email, expanding target customers.
- Evaluated market requirements (MRD) and gathered 80+ qualitative/quantitative user research points to Streamline 4 user interfaces with advanced call-to-actions features, reducing turnaround time and testing requirements by 70%.

SKILLS: Product engineering, Postman, Salesforce, Data management, APIs, SQL, Cross-team collaboration, Product Mgmt.

LEADERSHIP ACTIVITIES

SUPA, Customer Experience Lead

Jan 2024-Present

- Led a team of 3 Engineers in Designing an intuitive, user-friendly onboarding application, at SUPA, providing resources to over 3,800 students, thereby enhancing Syracuse University's Corporate Social Responsibility efforts.

EDUCATION

Syracuse University

Syracuse, New York

Master of Science, Information Systems

December 2024

Relevant Coursework: Product management • Project Management • Data Analysis • DBMS/SQL • Lean Six Sigma

• Information technology and Mgmt. Policy • Marketing Management • Cloud • HCI

Cumulative GPA: 4.0/4.0 | **Scholarship:** Merit Scholarship of \$13,000 Awarded for Exemplary Academic Performance.

Vellore Institute of Technology

India

Bachelor of Science in Electronics & Communication Eng.

Dec 2021

Cumulative GPA: 3.6/4.0

Clubs/Organizations: Led a team of 20 students as Head of Editorial and Marketing at IEEE TEMS, for 2 years.

SKILLS & CERTIFICATIONS

Technical: SQL, Excel, Google Analytics, Tableau, Power BI, Looker, Data Visualization, Microsoft Office, A/B Testing, APIs.

Business: Competitive Analysis, B2B, B2C, Market Research, Strategy, Marketing, Salesforce, Customer Service.

Product Management: FIGMA, JIRA, Trello, Lucid Chart, Product Roadmapping, UX research, UI/UX, Wireframes & Prototypes, Technical Documentation, Agile, Product Lifecycle Mgmt., Lean/Six Sigma processes, Design Thinking.

Certifications / Honors: Product Management, Visual Analytics, Salesforce CRM Developer/Admin.