

NISHTHA SOOD

📍 New York, NY, 10018 📞 +1 (551) 271-8202 ✉ nishtha.sood@pace.edu 🌐 LinkedIn

EDUCATION

Pace University

MBA in Marketing Analytics

Coursework: Business Analytics, Visual Analytics, Predictive Modeling, Marketing Performance Metrics, Operations Management, Consumer Behavior

May 2026

New York, NY

University of Delhi

Bachelor of Philosophy

Jul 2023

Delhi, India

RELEVANT EXPERIENCE

Pace University - Lubin School of Business

Jan 2025 – Present

Graduate Research Assistant

New York, NY

- Utilized AI tools and legal databases to map and compare digital privacy laws across states; created state level policy comparison charts and contributed to academic manuscript development focused on technology regulations.
- Analyzed institutional KPIs for 1,000+ U.S. colleges and visualized performance trends using Excel and Tableau to support academic publications on higher education marketing.

Pace University - Small Business Development Center

Jul 2024 – Present

Marketing Intern

New York, NY

- Managed SEO-optimized content calendars and executed multi-channel marketing campaigns and client outreach via newsletter, Wix-based content, and CRM tools, increasing average site engagement by 20%.
- Analyzed website and campaign performance data (CTR, bounce rate, conversions), automated CRM workflows, reducing outreach follow-up time by 25% and improved lead nurturing efficiency.

Hashtag Sports

Jun 2024 - Jun 2024

Event Operations & Analytics Volunteer

New York, NY

- Coordinated registration and technical setup for 300+ attendees; streamlined badge processing, reduced check-in time and improved event flow.
- Collected and cleaned participant data across 15+ sessions and presented post-event metrics (attendance, engagement scores) for strategic evaluation.

Forest Essentials

Sept 2023 – Dec 2023

Institutional Sales and Visual Merchandising Intern

Noida, India

- Conducted competitive benchmarking and B2B outreach, resulting in acquisition of 10 new institutional accounts within the first month.
- Designed and tested in-store display layouts for flagship stores across 4 countries; tracked campaign performance using POS data, leading to a 15% increase in foot traffic, and a 20% lift in customer engagement.

Tech Mahindra - Bell Canada

Sept 2022 – Sept 2023

Customer Care Executive

Noida, India

- Resolved 100+ technical inquiries daily while maintaining a 95% CSAT score, identified common issue patterns, and contributed to workflow improvements.
- Collaborated closely with cross-functional teams to escalate complex issues and ensure timely resolution, contributing to a 15% reduction in average call handling time and enhancing overall service efficiency.

PROJECTS

NYC Food Waste Analysis & Forecasting — R, Tableau, Linear Regression, Poisson Regression, K-Means Clustering

- Processed and modeled 6,500+ rows of sanitation, demographic, and restaurant data (2015–2025) and built a predictive model ($R^2 = 0.93$) to forecast annual food waste by borough; identified restaurant density and income as key drivers.
- Applied clustering techniques to segment boroughs and delivered targeted composting policy recommendations supported by data visualizations in Tableau.

Gender Wage Gap Analysis in U.S. Workforce — R, Tableau, Excel, Regression Analysis

- Conducted regression analysis and created interactive Tableau dashboards highlighting wage disparities by education, industry, and flexibility using Census and BLS data.
- Presented data storytelling insights that revealed that women with bachelor's degrees earned 18% less than male counterparts; disparities increased in remote and full time roles, strengthening the case for policy recommendations.

TECHNICAL SKILLS

Analytics & Visualization: Excel, R, SQL, Tableau, Power BI, Python

Marketing Tools & CRM: Wix, Salesforce, Constant Contact, SEO tools (Yoast, Google Keyword Planner)

Certifications: Lubin Analytics Bootcamp, Master Microsoft Excel (LinkedIn), Complete guide to R (LinkedIn)