

# NISHTHA SOOD

📍 New York, NY, 10018 ✉ nishtha.sood@pace.edu 🌐 LinkedIn

## EDUCATION

### Pace University

May 2026

#### MBA in Marketing Analytics

New York, NY

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

### University of Delhi

Jul 2023

#### Bachelor of Philosophy

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 — Python, Seaborn, Pandas, Linear Regression

- Conducted statistical analysis using Census ACS data (2016–2022) to evaluate wage disparities by gender across education levels, industries, and job types.
- Presented insights in Jupyter Notebook, revealing that women with graduate degrees earned up to 34% less than men; disparities were most severe in finance, legal, and remote roles, reinforcing the need for equitable pay policies.

## 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)