NISHTHA SOOD

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EDUCATION

Pace University <div align="right">**Dec 2026**</div>
MBA in Marketing Analytics <div align="right">*New York, NY*</div>

Coursework: Business Analytics and Stats, Visual Analytics, Predictive Analytics, Driving Marketing Performance, Managing Operations & Projects, Leading and Team Management

University of Delhi <div align="right">**Jul 2023**</div>
Bachelor of Philosophy <div align="right">*Delhi, India*</div>

RELEVANT EXPERIENCE

Pace University - Lubin School of Business <div align="right">**Jan 2025 – Present**</div>
Graduate Research Assistant <div align="right">*New York, NY*</div>

- Conducted comprehensive research under Dr. Jessica Magaldi on over 1000 colleges, analyzing their rankings and key performance indicators to support academic publications.
- Assisted in manuscript preparation and data analysis, streamlining research workflows and contributing to conference presentations and journal submissions.

Pace University - Small Business Development Center <div align="right">**Jul 2024 – Present**</div>
Marketing Intern <div align="right">*New York, NY*</div>

- Managed client relationships and content creation for over 300 clients using calendar, contact management software, and the Wix platform integrating SEO techniques, resulting in improved efficiency and a 20% increase online engagement.
- Provided marketing , business planning, and digital strategy guidance to 50+ small business owners, leading to a 15% increase in their revenue.

Hashtag Sports <div align="right">**Jun 2024**</div>
Volunteer <div align="right">*New York, NY*</div>

- Administered event set-up, equipment installation, and on-site technical support, resolving technical issues to ensure smooth operations for over 300 attendees at the 2024 #HashtagSports conference.
- Managed guest reception, verifying registrations, issuing badges, and directing attendees to sessions and rooms, contributing to an organized and positive experience for both guests and industry leaders.

Forest Essentials <div align="right">**Sept 2023 – Dec 2023**</div>
Institutional Sales and Visual Merchandising Intern <div align="right">*Noida, India*</div>

- Conducted in-depth market research to identify and evaluate potential institutional clients, resulting in the acquisition of 10 new institutional accounts within the first month.
- Created visually appealing store displays for flagship stores in Dubai, London, Kuwait, and cities across India, resulting in a 15% increase in foot traffic, and a 20% increase in customer engagement.

Tech Mahindra - Bell Canada <div align="right">**Sept 2022 – Sept 2023**</div>
Customer Care Executive <div align="right">*Noida, India*</div>

- Fostered strong client relationships by delivering exceptional customer service and technical support to resolve inquiries, troubleshoot issues, and maintaining a customer satisfaction rating of 95% by resolving over 100 inquiries daily
- 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

Analyzing the Impact of Education, Occupation, and Work Flexibility on Women's Wages <div align="right">**Dec 2024**</div>

- Conducted a data analysis of the gender wage gap using datasets from the U.S. Census Bureau, applying regression modeling, correlation analysis, and descriptive statistics; utilized Tableau to create interactive dashboards, uncovering systemic barriers and delivering actionable insights to inform policy recommendations and workplace equity initiatives.

Formula 1 - Case study <div align="right">**May 2024**</div>

- Led a comprehensive strategic analysis for Formula 1, enhancing race competition through aerodynamic changes and budget caps, driving fan engagement via digital strategies and streaming partnerships, promoting sustainability with eco-friendly technologies, and increasing sponsorship revenue by 25% through innovative packages and digital content.

TECHNICAL SKILLS

Data Science Tools: Excel, Tableau, R, SQL, PowerBI, Python　|　**Languages:** English, Hindi, Punjabi

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