Shweta Lamba

9528877573 / Lambashweta280@gmail.com / linkedin.com/in/shweta-lamba-029a49145

SUMMARY

I have hands-on experience in data-driven project management and email marketing, using HubSpot for targeted campaigns, conducting market research, and enriching CRM data. I've also built Excel dashboards, Power BI reports, predictive models in Python, and Tableau studies. With a strategic mindset and technical expertise, I optimize workflows, enhance engagement, and drive growth through impactful, data-driven projects.

WORK EXPERIENCE

Project Management Intern   July 2024 – Present

Naarg Data Media Services

- Crafted responsive email templates with personalization features on Clay.com to boost prospect engagement.
- Executed targeted email campaigns and streamlined workflows on HubSpot and Apollo.io, ensuring timely, and achieving an increase in audience engagement rates.
- Leveraged CRM tools to enrich data, enhancing targeting accuracy and campaign impact.
- Conducted SWOT analyses and aggregated prospective leads data, providing insights to drive strategic decisions.
- Optimized project databases by organizing and standardizing prospect data for improved team accessibility.
- Analyzed campaign performance metrics and implemented A/B testing to maximize engagement and conversions.
- Compiled research findings into structured reports, enabling data-driven insights for cross-functional teams.
- Collaborated with marketing teams to align strategies, applying best practices to refine email campaigns.

Virtual Internship | Tata   Aug 2023

Learned to frame business scenarios, select effective visuals, and communicate insights and analysis.

CERTIFICATION

Masters Program - Data Analyst: Simplilearn Certified in collaboration with IBM - 2023

•Introduction to Data Analytics •Business Analytics with Excel •Tableau Training •Programming Basics & Data Analytics with Python •Data Science with R •Power BI •Data Analyst Capstone

PROJECTS

Sales dashboard in Excel: Developed a comprehensive sales dashboard in Excel, conducting thorough analysis on E-Commerce sales data; identified three underperforming product categories leading to actionable insights for targeted marketing strategies.

Data Manipulation and Reporting with Power BI: Spearheaded analysis of global foodservice trends using Power BI tools, uncovering essential findings needed to address three major operational challenges impacting customer satisfaction ratings during peak hours at restaurants worldwide.

App Rating Prediction: Implemented a Python model for Google Play Store app rating predictions, achieving an R2 score of 0.058 with a linear regression model; Conducted comprehensive data cleaning, including handling missing values and outliers, and applied log transformation to skewed variables; Analyzed relationships using univariate and bivariate analysis, and applied dummy encoding for categorical.

Comparative Study of Countries: Created an interactive Tableau dashboard that integrated insurance and Global Financial Development data, enabling users to gain insights quickly through customized filters and visualizations for over 150 countries.

SKILLS

Data Analytics, Power BI, Tableau, Python, Business Intelligence, Microsoft Excel, Data Visualization, Business Analysis, Power Query, Data Reporting, HubSpot, Apollo, Problem-Solving, Communication, Email Marketing.

EDUCATION

St. John's College, Agra – *M.A. Economics*   *Aug 2021*

Percentage: 84%

Dayalbagh Educational Institute, Agra - *B.Ed.*   *May 2019*

GPA: 8.8

Dayalbagh Educational Institute, Agra - *Economics Honor*   *May 2017*

GPA: 8.6