

Palash Bharti

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Recent web development bootcamp graduate and a data-driven Digital Marketing and Analytics Specialist skilled in web marketing, research, analytics and digital signage for multiple lines of business.

KEY SKILLS

- React
- Node JS
- JavaScript
- SQL
- Git
- Google Analytics
- Looker Studio
- Google Tag Manager
- Planning & Presentation
- Critical Thinking
- Business Correspondence
- Analytics & Presentation
- Bilingual: English and Hindi

RECENT EDUCATION

→ **Hack Upstate's Careers in Code**, Full Stack Web Development Bootcamp

PROFESSIONAL EXPERIENCE

→ **Oneida Nation Enterprises, Verona NY**

Digital Analytics Implementation Specialist

June 2023 - Present

- Identify KPIs for websites of multiple lines of business and set up subsequent tracking
- Build dashboards to present reports to stakeholders
- Collaborate with ecommerce booking engine providers to track online revenue

Digital Marketing Specialist

Feb 2022 - June 2023

- Executed and analyzed digital marketing campaigns for brands to grow target market share, increase sales revenue, acquire customers and enhance upsell/cross-sell opportunities
- Assisted with product development, pricing and new product launches
- Tracked conversion rates and made continual content and ecommerce updates
- Collaboratively worked with a team of marketing professionals to execute campaigns including promotional programs, digital communications, CRM and sales support

Workforce Management Scheduler

Jul 2021 - Feb 2022

- Analyzed labor capacity data and forecast requirements to publish efficient weekly staffing schedules for 20 departments with 350+ employees, supporting 24x7 scheduling operations
- Analyzed and approved employee assignments based on skills, licensing and certifications

Player Development Representative

Nov 2020 - Jul 2021

- Analyzed gaming data of casino guests and subsequently communicated offers and rewards
- Inbound and outbound communication regarding hotel rooms and special events for guests

→ **Government of India, New Delhi, India**

- Assistant Section Officer/Administrative Assistant

Dec 2012 - Sep 2019