

Pooja Pendharkar

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EDUCATION

- Northeastern University**, Boston, MA Dec 2023
Master of Science in Business Analytics GPA: 3.9/4
- Relevant Courses: Data Wrangling, Data Mining and ML, Marketing Analytics, Database Management
 - Research Topic: Assessing consumer attitudes towards privacy tradeoffs for targeted digital ads via conjoint analysis
- Indian Institute of Technology Bombay**, Mumbai, India Jul 2019
Master of Management (M.B.A), Marketing
- Semester Exchange Student – K. U. Leuven University, Belgium
- Government College of Engineering**, Amravati, India Mar 2015
Bachelor of Technology (Computer Science)

SKILLS

Technical: Python (Pandas, GeoPy, Matplotlib, NumPy), R
Machine Learning: Classification, Regression, Clustering, Feature Selection, Time Series Analysis
Data Analytics: SQL, Excel, Power BI, Tableau, Azure, AWS (S3 bucket)
Certifications: CITI certified to conduct ethical research, Google Analytics, User Experience Accenture Future Learn

WORK EXPERIENCE

- SageSure Insurance Managers** | Data Analytics Intern | New Jersey, USA June 2023 – Aug 2023
- Developed a claims data dashboard, analyzing 5.6k claims to extract insights on Replacement Cost Value and identify factors driving insured losses (data wrangling and visualization)
 - Coordinated cross-functional efforts with legal, software, and marketing teams to ensure cohesive launch readiness of a new hurricane loss mitigation program for existing policyholders
- D'Amore-McKim School of Business** | Graduate Assistant | Boston, USA Feb 2023 – May 2023
- Contributed to the development of online MBA course “Stakeholder Values and Societal Challenges in Business” by shortlisting research papers, case studies, and curating relevant industry examples for various modules
 - Assisted Prof. Mary Steffel to evaluate assignments and exams for undergraduate course “Consumer Behavior”
- Synclarity Digital Pvt Ltd** | Senior Marketing Associate | Mumbai, India May 2021 – Sept 2022
- Analyzed consumer data for an e-commerce brand and optimized ads to scale up the sales from INR 200K to 1M
 - Spearheaded SEO-optimized blog creation and monthly social media content calendars for clients in India and UAE
 - Designed, executed, and optimized Facebook and LinkedIn B2B campaign that led to a 20% increase in ROI
 - Collaborated with developers and designers to deliver a website revamp for a SaaS firm within 1.5 months
- ProgramFox EduTech Pvt Ltd** | Content Lead | Pune, India Aug 2020 – May 2021
- Managed a cross-functional team of seven, ranging from content designers to graphics and digital marketing team to curate promotional as well as product-related content for K-12 students
 - Planned and facilitated demo and content pipeline that helped boost overall enrollment to 10k+ users on the platform
 - Developed creative concept copies for digital campaigns that surged the Facebook reach to 2.7k followers
- Cochlear Medical Devices** | Management Trainee | Nagpur, India Jul 2019 - Jan 2020
- Leveraged Salesforce data to drive product counselling and targeted marketing events, resulting in a 2x increase in end-of-life product upgrades within a single quarter
 - Engaged with 135 customers and collaborated with channel partners to drive sales through brand activations

ADDITIONAL INFORMATION

- Authored a featured start-up story on AIM2Flourish for which CareNx was awarded [2019 UN Global Goal prize](#)
- Co-founder and Administrative head of E-cell G.C.O.E.A - Conducted competitive events for 400+ students
- Mentored and taught English to middle school students in shelter homes with NGO - Make A Difference