Akhila Siddabatula

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Summary

Graduate Business Analytics student with over three years of experience as a Human Resources and Marketing Executive with extensive experience in managing employee benefits and compliance, employee hiring & onboarding, performance management processes, and implementing marketing strategies. Result-oriented and organized team player with the ability to communicate effectively and skilled at building relationships with people.

Education

University of South Florida, **Tampa, FL**   Aug 2022-Present
Master of Science in Business Analytics and Information Systems (MSBAIS)

Indian Institute of Management and Commerce, Hyderabad, India   June 2019
Bachelor of Commerce, Honours, 3.8 GPA

Professional Qualifications

- Data Management
- Data Mining
- Data Visualization
- Decision Analysis
- Statistical Modeling
- Enterprise Data Modeling
- Optimization Modeling
- Predictive Analytics
- Cost Analysis
- Business Intelligence
- Financial Modeling and Forecasting
- Human Resource Analytics

Professional Experience

Teaching Assistant- Professor Dennis Walpole
Subject-Computers in Business   **August 2022- Present**
University of South Florida, Tampa, FL

- Helping Professor with lesson preparation, including collecting materials and setting up equipment.
- Reviewing lessons or lectures with students on a one-on-one basis or in small groups.
- Supervising students in class, between classes and during recreation periods and field trips.
- Tracking attendance, grading assignments and calculating grades.
- Giving extra help to students who need special accommodations or are struggling with a concept.
- Assisting students with special learning requirements, including disabilities or English as a second language students.

Human Resource and Marketing Executive   **August 2019 – July 2022**
MANTRA, Hyderabad, India

- Performing daily administrative tasks, scheduling and conducting interviews and posting job openings.
- Updating our internal databases with new employee information, including contact details and employment forms.
- Providing training sessions to employees.
- Gathering payroll data like leaves, working hours and bank accounts.
- Developing and implementing efficient marketing strategies to promote and increase the sales of products. • Conducting research and analyzing market trends to find target customers.
- Initiating innovative promotional activities.
- Analyzing the statistics of sales and preparing Market analysis reports.
- Creating integrated marketing campaigns.
- Representing and promoting the college at state and national level education fairs and providing post-event market analysis.
- Collating data and editing the quarterly e-newsletter circulated to internal and external stakeholders.

Camp Counsellor- Intern   **June 2017 – June 2018**
Voice 4 Girls, Hyderabad, India
- As a teacher, conducted classes during camp and as a role model, demonstrated positive leadership alongside supporting and encouraging a trusting learning environment.
- Boosted active participation and worked closely with the Field Coordinator implementing the camp.

Projects

Predictive Analysis of Breast Cancer Data- *'Data Mining Final Project'*

University of South Florida, Tampa, FL
- Creation of a definite need for a predictive model that could study early biopsy results and predict an incoming deadly cancer using Classifier models, Ensemble techniques and Neural Networks to find the best-fitting or reliable model for our breast cancer data.

Music database- *'Advanced Database Management System'*

University of South Florida, Tampa, FL
- Designed and implemented a comprehensive database in the music domain to create an exhaustive collection of Billboard Hot-100 collections from the past two decades.

Research Project – WhatsApp messages and the mad Mob-lynching   **February 2019 – April 2019**

Indian Institute of Management and Commerce, India
- Identifying the issues faced by users due to the circulation of fake WhatsApp messages leading to mob-lynching.
- Providing feasible solutions to curb this issue and also the measures taken by WhatsApp to tackle this situation.
- Got published in 'Osmania University Journal 2019'

Achievements

- Best Digital Campaigning award
- Won best Employee award
- Research thesis published in 'Osmania University Journal 2019'
- National Cadet Corps- B and C certificate holder