

MANOJ RAO

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Skills:

Statistics
Hypothesis Testing
Data Mining
Data Cleaning
Data Sorting
Data visualization
SQL
Tableau
Power BI
Excel
R basics
Python basics

HTML
CSS
PHP basics
Wordpress
Google Analytics
Google Tag Manager
Facebook Pixel
MS office
G Suite
Ecommerce
Digital Marketing

Freelance Experiences:

RawConscious

Mar 2019 - Ongoing
Leading the client hunting, project planning & team building activities for this freelance network of Web Developers, media artists, digital marketers, content creators & writers.

Advaita Organics

Feb 2017 - Dec 2017
Information researcher and content creator

Kinara Power

Mar 2016 - Dec 2016
Built Simulation Models for multistage inverters

A passionate engineer and a problem solver with 3 years of experience in leading a business under challenging circumstances in India's unorganised economy looking for a career in data science to leverage my skills.

Education:

Bachelor of Engineering, EEE / PESIT (PES University)	7.81/10
Sep 2011 - Aug 2015, Bangalore	
12th (PUC) PCMB / Poornaprajna PU college	91.16%
June 2009 - March 2011, Udupi	
10th (SSLC) / SMT High School	96.16%
March 2009, Kollur, Udupi	

Recent Courses:

- statistics for Data Science & Business Analysis
- SQL for Data Analysis & Business Intelligence
- Tableau 10: Hands on training for Data Science
- Google Analytics and Google Tag manager
- R Programming for Data Science (Ongoing)
- Python for Data Science (Ongoing)

Recent Projects: [rao-manoj.github.io](https://github.com/rao-manoj)

- COVID-19 Data Analysis and Visualization - India and Wold
- Rural Economics Data Analysis and Visualization - India
- Macroeconomic Data Analysis and Visualization - India

Professional Experience:

Advaita Lifestyle / Managing Partner

Jan 2018 - Mar 2020, Bangalore

I have led the processes around business planning, compliance, market analysis (pricing, competitors, ads, content, demographics & psychographics), strategy(marketing & sales), product sourcing, packaging & ecommerce

- Built an e-commerce store using wordpress and woocommerce
- Built tracking and remarketing infrastructure using google tag manager, google analytics and facebook pixel
- Drafted a marketing strategy to reach our target customers
- Set up social media, search engine and display ads using google ads and facebook business manager
- Built a team of 20+ collaborators to assist with their skills
- Built pricing, discounting & promotion models by analysing the business data using Excel.
- Extracted & manipulated website data using SQL on phpmyadmin and MySQL on localhost to gather performance insights.
- Acquired 5+ agro product suppliers & 1 supplier of herbal skin/hair care products for our private label brand 'AL'.
- Launched ecommerce operations on alstore.in, amazon & flipkart
- Acquired 10+ bulk buyers for agro and village products.
- Acquired 500+ ecommerce customers & reached 5L+ people through digital ads in 6 months, on a micro budget.