Manasi Parikh

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Professional Experience

SENIOR BUSINESS INTELLIGENCE & ACCOUNTABILITY ANALYST   **JAN 2022 — PRESENT**
IPG MEDIABRANDS: INITIATIVE AGENCY - NEW YORK CITY, NY

- Streamlined campaign reporting for internal stakeholders and QA process for creative and media performance with large datasets using Alteryx, increasing efficiency by 50% and significantly reducing room for error
- Revamped quarterly campaign performance template with visually appealing graphics that summarized awareness KPIs (impressions by spend, CTR, VCR and in geo reach) and highlighted key insights for programmatic buying across media channels in a unified story, increasing client satisfaction
- Analyzed creative brand lift study results, determining new creative messaging at a 10+ frequency would lead to a significant increase in consumer awareness

ACCELERATION INTO FINANCIAL PROFESSIONAL ROTATIONAL PROGRAM   **AUG 2020 — DEC 2021**
VANGUARD - MALVERN, PA

Retailer Investor Group Internal Auditor   **SEP 2021 — DEC 2021**

- Pioneered and implemented a plan to incorporate data analytics into audits by defining a clear mission statement, key success metrics and creating an audit prioritization framework for the data analytics team, increasing requests by 10%

Financial Planning & Analysis Analyst   **FEB 2021 — AUG 2021**

- Designed and presented Tableau dashboards for resource allocation models for 2 marketing divisions of +140 employees each, leading to a detailed value creation story which gave senior leaders new transparency into cost distribution and alignment, saving 20 hours of manual reporting quarterly
  - Created a headcount model to view costs by cross functional teams rather than job departments, allowed visibility into what teams are driving value per dollar
- Organized and led our team offsite and huddles to create cohesive environment through team building and business acumen sessions, before and after surveys showed 17% positive inclusion increase

FinTech Business Analyst   **AUG 2020 — FEB 2021**

- Built and reconciled 6 queries (AP Detail, GL Detail, PO Detail, Invoice Summary, etc.) involving 70 Oracle tables using SQL that were later developed in the AWS region for our end users to use in Tableau for their financial analysis and reports
- Automated data validation process by writing python scripts to produce a comparison file (row & column counts, checksums) between data sets reducing preparation time by 70%
- Collaborated with analysts to create proof of concepts for specific data element requests and to assist in the design/rebuild/presentation of dashboards using our new queries due to a companywide software transition

FINANCIAL ANALYST INTERN   **MAY 2019 — AUG 2019**
VANGUARD - MALVERN, PA

- Updated monthly financial report and headcount tracking file and produced in-depth variance analysis for actualized vs forecasted budgets, assisting leaders with their investment decisions
- Optimized tedious organizational charts for 456 employees, decreasing the process by 10%

Education

BACHELOR OF SCIENCE | RUTGERS BUSINESS SCHOOL | NEW BRUNSWICK, NJ   **SEP 2016 — MAY 2020**
Major: Business Analytics Information Technology | **Minor:** Psychology | **GPA:** 3.7

Leadership Experience

Affiliations: Alpha Kappa Psi (Professional Business Fraternity), Women Business Undergraduates in Leadership Development, Rutgers Alternative Break Leader, Reading Partner volunteer

Skills

Back-end: SQL, Python, Java, R Studio
Data Science/Reporting: Excel, PowerPoint, Alteryx, Tableau, Access, Visio, Pandas, NumPy, Oracle, DoubleClick Campaign Manager (DCM), Power BI
Project Management: JIRA, AGILE
Certifications: Google Analytics, Meta Certified Marketing Science Professional, Google Analytics