

RUTVIK JOSHI

Halifax, CA

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SKILLS

Business Analysis, Process Development, Strategic Planning, Data Analysis, Communication, Problem-solving, SQL, Relational Databases, Project Management Tools(Jira, Confluence), and Tableau.

EXPERIENCE

Ecosystem Marketing Manager

April 2022 - February 2023

Polygon Labs

California, Remote

- Advising and consulting 450+ Web3 projects with GTM strategies including the frameworks, and processes for the long-term sustenance of the projects. Managing cross-functional global social engagement teams, both internally, and externally while delivering presentations and reports to senior executives/stakeholders.

Marketing Analyst

July 2021 - April 2022

Polygon Labs

Bangalore, Remote

- Produced comprehensive market research reports and utilized a data-first approach to monitor social media analytics. Achieved a remarkable 270% acceleration in social media engagement across multiple channels through in-depth statistical analysis. Identified and harnessed 4 key performance indicators (KPIs) to strengthen the company's narrative and positioning within Blockchain communities.
- Delivered impactful insights to the CMO, driving a substantial shift in the marketing strategy, and developed an internal WebApp utilizing Python to monitor user insights for campaign design.

Community Data Analyst

January 2021 - July 2021

BlueLearn(prev. Clinify)

Community(Volunteering)

- Drove the Engagement team with efficiency, delivering data-driven insights to moderators. Conducted statistical community analysis and identified 5 pivotal metrics, enhancing the experience for over 27,000 members.

PROJECTS

Resume-Aid | *Python, Streamlit, Spacy*

- Achieved accurate resume analysis and insightful scoring by developing a web application in Python, leveraging Spacy. Employed RAKE and cosine similarity to identify relevant keywords aligned with job descriptions, resulting in enhanced accuracy and relevance for better candidate evaluation.

Case-Predictor | *Python, Jupyter Notebook, Streamlit, SciKit-Learn*

- Performed exploratory data analysis and implemented the Random Forest Algorithm to determine vaccination co-relation with the reduction of infection cases. Deployed a prediction model using Streamlit.

Education

Master of Applied Computer Science

2022 - 2024

Dalhousie University

Halifax, CA

Bachelor of Engineering in Computer Engineering

2018 - 2022

University of Mumbai(CGPA - 9.03/10)

Mumbai, IN

Achievements and Extra-Curricular Activities

- Won **Best Data Science** project at TheGoldenHack 2021 and overall **First** from 130+ projects at MLH DataDayGrind 2.0. **Winner** at Saint Mary's University(Halifax) Innovation Sprint for **developing unique solution** to the challenges faced by local businesses.

- Mentored at Canada's biggest hackathon **Hack The North** and at North Texas's largest Hackathon **Hack-UTDVII** Seas.