

## SENTHIL THYAGARAJAN

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### PROFESSIONAL EXPERIENCE

#### Director of AI and Business Intelligence

June 2023 –Present

- Drove the agency's transition to AI and automation-first analytics, rolling out AI agents and automation workflows that turned manual, time-consuming analytics into scalable, on-demand solutions that clients actually use.
- Built and deployed AI agents for campaign analysis, benchmarking, and anomaly detection, making core analytics tasks self-serve and freeing up analysts for higher-value work.
- Turned in-house automation and benchmarking tools into a productized analytics offering, reducing recurring software spend by \$150K+ per year and opening up new revenue streams with clients.
- Led a team of 10 to operationalize these AI solutions, embedding them into daily workflows and supporting adoption across the agency—resulting in faster project delivery and higher client retention.
  - Focused on business outcomes, not just dashboards: Instead of just visualizing data, the AI systems flagged campaign risks in real time, surfaced actionable insights automatically, and reduced reporting turnaround from days to hours.
- Championed a practical, automation-first culture, enabling non-technical staff to automate routine reporting and analytics, making the entire org more efficient and responsive.

#### Associate Director Analytics, Mekanism, New York, NY

April 2021 –June 2023

- Led the development of client-specific measurement frameworks, aligning reporting to client goals and ensuring that analytics provided a competitive advantage.
- Automated reporting pipelines, reducing manual effort by 50% and saving 20+ hours weekly, enabling the team to focus on strategic analysis and client presentations.
- Drove customer acquisition cost reductions through advanced statistical models, optimizing campaign performance for better ROI.
- Designed a reach-frequency calculator, enabling media planners to optimize channel strategies and maximize audience reach.

#### Sr Analytics Manager, Mekanism, New York, NY

June 2019–April 2021

- Built custom dashboards for real-time media performance tracking, consolidating data from various platforms and simplifying the visualization of key metrics for internal teams.
- Led sales performance analysis through data modeling and historical forecasting, helping clients link campaign results to business outcomes.
- Implemented automated workflows for media reporting, reducing manual data extraction and processing time, leading to faster turnaround on key insights.
- Worked with media planners to refine campaign strategies based on data-driven insights, helping improve media flighting and budget allocation decisions.

#### Analytics Manager, In4mation Insights, New York, NY

Feb 2018 –May2019

- Developed and maintained R Shiny applications using Teradata and SQL Server for brand forecasting, evaluation of advertisement, optimization model outputs and pricing activities for CPG and media clients.
- Guided the client teams with User Acceptance Testing and best practices for using the analytics dashboards thereby onboarding 7 new clients to the new analytics dashboards.

## **Senior GIS Developer (Data Analytics), Tango Analytics – Irving, TX**

**Jul 2013 – Jan 2018**

- Developed dashboards using D3js, Python and R for visualizing demographic variables within store trade areas assisting the clients in understanding the underlying important demographics and target marketing.
- Developed tools for web mapping application to perform spatial analysis allowing retailers to understand the spatial relationship between stores, their customers, competitors understand factors in deciding potential new sites.
- Implemented PL/SQL procedures for generating demographic reports, trade areas, sales forecast model.

## **SKILLS**

<b>Data Analytics</b>	R Shiny, Looker, Alteryx, Tableau, Origami Logic, AWS, MS Excel
<b>Media Analytics.</b>	Google Analytics, GTM, AdWords, DCM, Brand lift studies,
<b>Machine Learning.</b>	Linear & Logistic Regression, Linear and Logistic Regression, Decision Trees, Random Forests, Gradient Boosting, Causal Analysis, Clustering, Isolation Forests
<b>Languages</b>	R, Python, JavaScript, SQL, Google app scripts
<b>Libraries</b>	R Shiny, d3js, dplyr, tidyR, ggplot2, leaflet, Plotly, Pandas, Numpy, Scikit-learn,
<b>Web Design</b>	HTML, CSS, Bootstrap, Angular Material Design
<b>GIS Tools</b>	ArcGIS Suite, QGIS, Map Server, ERDAS Imagine, Google Earth, MapInfo, Maptitude

## **EDUCATION**

**University of Texas, Dallas**

M.S – Geospatial Information

Science **Symbiosis, India**

M.S – Geoinformatics

**Anna University, India**

B.S – Electronics and Instrumentation

Engineering