Sneha Kumar

Houston, Texas | (281)-387-3146 | [sneha13103@gmail.com](mailto:sneha13103@gmail.com)

**EDUCATION**

**Texas A&M University** **College Station, Texas**

*Degree in International Studies and Spanish* | *Minor in Business* | *GPA: 3.97**December 2023*

* **Distinctions:** University Honors, International Studies Honors, University Research Scholar
* **Relevant Coursework:**Principles of Marketing, Business Regulations and Legal Environment, Business Information Systems, Business Management and Organizational Leadership, World Politics, Current Issues in International Studies

**Google Data Analytics Certificate** *June 2023*

* **Completed comprehensive data analysis training,** including Tableau data visualization, SQL and R programming, and data cleaning and processing techniques
* **Demonstrated proficient use of data analytics tools within a capstone project**, showcasing practical expertise in real-world data analysis

**WORK EXPERIENCE**

## **Cumplo Santiago, Chile**

## Marketing Impact Team Leader June 2022 – August 2022

* **Spearheaded organization’s website creation and ongoing management,** boosting traffic by 40%through cross-functional teamwork, ensuring an improved user experience
* **Conducted a comprehensive assessment of the company’s ESG (Environmental, Social, and Governance) contributions** byexamining sustainability reports and stakeholder engagement data, achieving an ESG score 12% above the established qualifications.
* **Designed visual representations of the website’s architecture on Miro**, defining page hierarchy and content relationships to enhance user-friendly site navigation
* **Leveraged PowerPoint presentations to showcase data-driven findings**, effectively communicating complex analyses in a visually engaging manner

**LEADERSHIP EXPERIENCE & ACTIVITIES**

## **Southbridge Access Study Abroad Program Santiago, Chile**

## 10-Week Cultural Immersion Program June 2022 – August 2022

## **Cultivated cross-cultural communication ties** through personal interactions and professional engagements in Spanish, demonstrating proficiency in the language while fostering meaningful intercultural connections

## **Liberal Arts Student Council College Station, Texas**

## Liberal Arts Case Competition Scholarship Winner April 2021

* **Led a diverse team of 4 members to drive collaboration** on an intensive case analysis and presentation over a 5-day competition
* **Developed a detailed evaluation of locations and strategic approaches** for constructing a new college system within a given budget
* **Delivered a persuasive presentation to a panel of industry experts**, showcasing the strategic vision and comprehensive understanding of the project’s objectives

**SKILLS**

* **Programming:** Python, SQL, Java
* **Relevant Skills:** Project Management, Statistical Analysis, Data Cleaning and Manipulation [Excel Proficiency], Data Visualization [Microsoft 365 and Tableau], Website Creation [HTML]
* **Languages:** English, Spanish, Tamil