SONIKA S

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PROFESSIONAL SUMMARY

Strategic Marketing Analyst with 3+ years of experience translating complex marketing data into strategic decision-making and innovations, identifying technology trends, and visualizing and presenting data findings. Skilled in applying technical acumen to evaluate and solve client and business problems logically. Able to improve productivity by automating business processes and analyzing data to produce key business insights...

WORK EXPERIENCE

Modern Builders Supply (Toledo, OH) – **SEO Specialist & Analyst (1 Year)**   08/2024 - Current
- Increased organic website traffic on the e-commerce site by 49% YoY, contributing to a 79.9% revenue growth by launching a website enhancement plan.
- Extract, clean, and analyze complex datasets from multiple marketing and sales platforms using SQL, Excel, and Python to support strategic decision-making and optimize campaign performance.
- Establish and report on key performance metrics (KPIs) aligned with business goals to measure marketing effectiveness and inform resource allocation.
- Collaborate with cross-functional teams to ensure data integrity, completeness, and security in CRM and marketing automation systems.
- Apply statistical analyses, including regression, correlation, and classification models in SPSS and Python to identify customer behavior trends and predict sales outcomes.
- Develop interactive dashboards and visual reports using Excel and Power BI to communicate actionable insights.
- Train team members on analytics tools and best practices to operationalize data-driven processes and improve reporting accuracy.

Lohre & Associates (Cincinnati, OH) - **Marketing Analyst Intern (6 Months)**   03/2024 - 08/2024
- Mined social media engagement and traffic data to identify content trends, driving a 7,000+ increase in site visits through optimized post strategy.
- Built automated email workflows in HubSpot and applied data mining techniques to optimize sequences based on engagement metrics, boosting open rates by 12.37%.
- Tracked and analyzed digital marketing KPIs using Excel; applied predictive modeling to guide optimal marketing budget allocation across channels.
- Extracted insights from campaign performance data (Google Ads, Bing, Google Shopping) to refine targeting, optimize bids, and improve ROI through data-driven adjustments.
- Consolidated cross-channel marketing data to present performance dashboards in client meetings, aligning marketing objectives with actionable analytics insights.

Bulletin Boards (New Delhi, India) - **Digital Marketing Specialist (2 Years)**   02/2020 - 03/2022
- Created real-time dashboards and performance reports using Google Looker Studio for bi-weekly client presentations.
- Managed and monitored cost-per-click (CPC), conversion rates, and ROAS to ensure campaign profitability.
- Conducted A/B and multivariate testing on landing pages, improving conversion rates by up to 22%.
- Implemented remarketing campaigns and dynamic product ads, improving retention and lowering customer acquisition cost (CAC).
- Collaborated with design and copy teams to produce high-impact ad creatives aligned with brand voice and audience preferences.
- Utilized audience segmentation and geo-targeting to tailor campaigns to demographics, devices, and user behavior. Developed and presented visual campaign performance reports using Google Looker Studio to support strategic decision-making in client presentations.
- Leveraged market research insights and user behavior patterns to develop product-aligned campaign strategies and personalized audience targeting.

EDUCATION

Wright State University (Dayton, OH)
Master of Science in Business Analytics, GPA- 3.6   08/2022 - 07/2024
Delhi University, Kalindi College (India)   07/2017- 05/2020
Bachelor of Science in Life Sciences, GPA- 3

PROJECTS

- **Product Launch Dashboard & KPI Tracking:** Led the end-to-end development of a real-time dashboard for monitoring KPIs across the launch lifecycle of a new product line. Integrated SQL queries to pull live performance data and used Python to forecast sales trends, enabling agile decision-making and reducing launch cycle misalignment by 20%.
- **Customer Churn-** Built a churn prediction model using IBM SPSS, applying logistic regression on cleaned telecom data. Performed variable transformation, handled missing values, and achieved 82% model accuracy.
- **Sales Forecasting Dashboard in Excel & Python -** Cleaned and modeled multi-channel sales data using Python (Pandas, stats models) and SQL. Visualized forecasts in Excel dashboards, improving demand planning accuracy by 15%.
- **Customer Segmentation with SQL and Python -** Used SQL and Python to clean, merge, and segment eCommerce data with RFM and cohort analysis. Insights drove personalized marketing strategies, resulting in a 12% increase in retention.

SKILLS & TOOLS

Category	Skills	Rating	Category	Skills	Rating
Data Analysis	Data Cleaning	9	**Advertising**	Google Ads, Bing Ads	8.5
	Data Manipulation	9		Meta Ads Manager	8.5
	Data Visualization	8		Amazon, Shopify, Walmart Ads	8.5
	Data Mining	8.5		Pay-per-Click Advertising	8.5
	Text Data Analysis	7			
	Classification/ Clustering	8	**Marketing**	SEO, SEM, Social Media Marketing	8.5
	Statistical Analysis	8.5		Email Marketing/ CRM	9
				Keyword Research, Backlinks	9
Data Tools	SQL, Python, R	9		SEMrush, Screaming Frog	8.5
	IBM SPSS, Rapid Miner	7		Market Research, Automation	8.5
	Excel, Pivot Table, VLOOKUP	8		Content Creation, Design	9
	Google Sheets	8		Wordpress/ Github/ HubSpot	8.5
	Tableau, Power BI, Visio	8		HTML, CSS, Category Design	8
SQL	SQL Server Management Studio (SSMS)	8.5	**Google**	Google Search Console	9
	SQL Server Reporting Services (SSRS)	8.5		Google Analytics	9.5
	SQL Server Analysis Services (SSAS)	8		Google Merchant Center	9.5
	SQL Server Integration Services (SSIS)	8		Google Tag Manager	8.5
Other Skills	Troubleshooting	9.5	**Collaboration**	Verbal/Written Communication	8
	Adapting to New Technologies	8		Team Collaboration	8.5
	Root cause analysis (RCA)	8		Agile, Scrum, Notion, Slack, Flock	10
	Problem Solving	6		Ability to Work Independently	9
	SAP S4HANA / ERP / CRM	7			
	Artificial Intelligence	7.5			
	AI Automations	8			

Certificates:
- Google Measurement Certificate
- Google Display Certificate
- Google Search Certificate
- Google AdWords Certificate
- Hacker Rank Basic/ Intermediate and Advanced SQL Certificate