

## SANGITA POUDEL

San Jose | Poudelsangita98@gmail.com | (8018337055) |  
[Linkedin](#) [Github](#) [website/blog](#)

### EDUCATION

Santa Clara University	Master of Science Business Analytics	Aug. 2024 -Dec,2025
Practicum Student (Santa Clara University)	WARC Africa	Feb,2024-Jun,2024
Kathmandu University HR Major		
	BBA	Sep. 2016 - Jun. 2020 GPA: 3.34/4.0

### WORK EXPERIENCE

AIASSISTANT.CO (San Jose, California)	Marketing Buss Dev Intern	Jun 2025-Sep, 2025
<ul style="list-style-type: none"><li>Digital Marketing Strategy: Engaging in multi-channel marketing including email, social media, and website SEO to increase product visibility.</li><li>AI-Powered Content Creation: Using GenAI tools for dynamic and tailored content development.</li><li>Customer Outreach &amp; Demos: Conducting product walkthroughs and refining pitch strategies to enhance customer engagement.</li><li>Market Research &amp; Strategy: Exploring new markets and identifying growth opportunities for GenAI/LLM-based solutions.</li><li>Collaboration &amp; Innovation: Working directly with the marketing and business development teams to iterate on campaigns and go-to-market plans.</li></ul>		
Sherpa Hospitality (Kathmandu,Nepal)	HR Officer	Nov. 2022 – Dec,2023
<ul style="list-style-type: none"><li>Analyzed recruitment funnel metrics across 5+ hotel properties, optimizing hiring strategies and reducing average hiring time by 12%.</li><li>Designed and implemented an Employee Evaluation form using Excel and Air table, streamlining performance review processes for 150+ staff.</li><li>Developed an Employee Mobilization Policy by consolidating HRIS data across 7 hotel locations, improving workforce flexibility.</li><li>Conducted Training Needs Analysis (TNA) and created data-driven training schedules, improving employee onboarding satisfaction by 15%.</li></ul>		
Copenned (Kathmandu,Nepal)	Customer Success Executive	Oct 2022- Jan2023
<ul style="list-style-type: none"><li>Analyzed client acquisition data to optimize lead generation strategies, generating an average of 10+ qualified leads per day.</li><li>Designed marketing posts informed by A/B test results, improving client conversion rates by 8%.</li></ul>		
Buddha Air (Kathmandu, Nepal)	HR Intern	Mar 2022-Dec 2022
<ul style="list-style-type: none"><li>Developed and standardized HR-related forms, resulting in a 20% reduction in administrative processing time.</li><li>Managed and analyzed travel allowance data (TADA), identifying patterns to reduce expense leakage by 10%.</li><li>Streamlined documentation for training sessions, improving employee feedback collection rates by 25%.</li></ul>		

### ACADEMIC PROJECTS

#### Nike Sales Dashboard- Data Visualization Project (Tableau,Excel)

- Created an interactive Tableau dashboard analyzing Nike's sales performance by product and region and applied visualization best practices to showcase revenue trends, growth opportunities, and product mix analysis.

**Skills:** Data Visualization, Dashboard Design, Business Insights, Storytelling with Data

#### Ride Hailing Optimization — Prescriptive Analytics Project (Gourbi, Excel, Python)

- Formulated a linear programming model to minimize rider wait times and maximize profitability using NYC taxi data.

**Skills:** Optimization Modeling, Linear Programming, Scenario Analysis, Decision Making

#### SmartFood Recommender System-Machine Learning Project (Python, Pandas, Scikit Learn)

- Built a recommendation model to suggest healthier, cost-effective food alternatives using regression analysis.
- Applied feature scaling, data encoding, and performance evaluation metrics (RMSE, R<sup>2</sup>).

**Skills:** Machine Learning, Data Preprocessing, Model Evaluation, Recommender Systems

**IMDB Movie Analysis- Data Analytics with Python (Python, Pandas, Matplotlib)**

- Conducted exploratory data analysis to identify patterns in movie ratings, genres, and budgets.
- Visualized insights on factors influencing box-office success and audience preferences.

**Skills:** Data Cleaning, EDA, Visualization, Insight Generation

**Amazon Dataset: Marketing Analytics with R (Excel and R)**

- 2 problems identified on how can amazon increase sales in low-selling categories and brand perception and competitive pricing issue
- Recommended measures for the two identified problems

**Skills:** Data Preparation and Cleaning, Clustering, Sentiment Analysis, EDA and Word Cloud

**Aware AI: Generative AI (Python, Streamlit)**

- Developed an AI-driven RAG Security Analyst Assistant to help analysts investigate security incidents with context and gain insights on how to respond to them effectively.

**Skills:** Front End, Backend, Vector Database LLAMA and RAG

**NLP: Natural Language Processing (langchain, text classification, text Summarization, Streamlit)**

- Built a Chatbot for Finance Department in Santa Clara University. I did vectorizing the documents, building UI in streamlit, agent in Crew AI and RAG as a part of the project.

**Volunteer Projects — Data Analytics & Event Support**

SUI and Ibriz.ai (SF, Bay Area)

Volunteer

Dec 2024 – April,2025

- Data Analytics of participation for future events.

**TECHNICAL SKILLS**

**Programming & ML Tools:** Python, R, SQL, Tableau, AWS, Scikit-learn, NLTK, SpaCy, Pandas, NumPy  
**Machine Learning & NLP:** Regression, Classification, Clustering, Feature Engineering, Sentiment Analysis, TF-IDF, Word Embeddings, Text Mining  
**Software & Tools:** Tableau, Microsoft Office, Wix, Slack, Airtable, Jupyter Notebook, Google Colab

**CERTIFICATION**

IBM /Coursera	Python for Data Science, AI & Development
Google/Coursera	Foundations of Data Science
IBM/Coursera	Introduction to Artificial Intelligence (AI)
Google Cloud/Coursera	Gen AI: Beyond the Chatbot
IBM/Coursera	Generative AI: Prompt Engineering Basics