Sreeja Penke

(508)-373-4257 | penke.sreeja@gmail.com | [GitHub](#) | [Linkedin](#)

Citizenship: United States

EXPERIENCE

Goodera — Menlo Park, CA
Business Analyst Intern — *May 2022 - August 2023*

- Analyzed performance data across 100+ client events, identifying operational inefficiencies and recommending process improvements that increased client satisfaction by 10%.
- Delivered insights on participant engagement and event quality through structured reporting and metric tracking, strengthening decision-making for senior management.
- Collaborated with cross-functional teams to streamline pre-event workflows and optimize booking processes, reducing turnaround time by 20%.
- Supported product improvement initiatives by collecting and analyzing client feedback trends, contributing to a 25% boost in event rating averages.

PROJECT EXPERIENCE

Marriott Hotels & Resorts — Boston, MA
Market Analyst Intern — *Jan 2024 – Mar 2024*

- Conducted market and competitor analysis to inform product positioning for Moxy, W, and Aloft brands in APAC.
- Executed data-driven marketing campaigns that increased website traffic by 40% and conversions by 15%.
- Partnered with product and marketing teams to improve campaign relevance, driving 20% higher engagement.

New Olive Oil Company — Boston, MA
Business Analyst Intern — *Oct 2023 - Dec 2023*

- Conducted concept testing and consumer behavior analysis to identify demand drivers in the premium food product market.
- Designed and analyzed Qualtrics surveys reaching over 1,000 respondents, translating data insights into product development and pricing recommendations.
- Collaborated with cross-functional teams to propose marketing and product initiatives that expanded trial rates by 15% among target demographics.

CERTIFICATIONS

- Career Essentials in Business Analysis - Microsoft and LinkedIn
- Atlassian Agile Project Management Professional Certificate - Atlassian
- Lean Six Sigma White Belt Certification - Six Sigma Online

SKILLS

Technical Skills: Microsoft Office (Word, Excel, PowerPoint, Outlook), , Tableau, SQL, Jira, Google Analytics, AutoCAD, Revit, QGIS

Soft Skills: Consumer Analytics, Market Research, Problem Solving, Communication, Project Management, Data Analysis, Strategic Planning, Product Development, Leadership, Presentation Skills, Agile Methodologies

EDUCATION

Boston University | M.S. Management Studies (STEM) — May 2024
Dean's Scholarship
Data Analysis, Business Strategy, Financial Reporting, Product Management, Project Management, Data Visualization, Quant Methods, Entrepreneurship, Data Management, Business Impact Modeling

BITS Pilani | B.E. (Hons.) Civil Engineering — May 2023
Principles of Management, Principles of Economics, Marketing Research, Probability and Statistics