Apoorva Thakker

Master's Studet

College Park, MD - Email me on Indeed: indeed.com/r/Apoorva-Thakker/d54606e9bd7cc0fa

WORK EXPERIENCE

Web Developer

University of Maryland Division of Student Affairs Office of Development - College Park, MD - January 2015 to Present

Responsibilities

Defined software requirements and oversaw successful transition of website from HTML to PHP

• Developed multiple sub-sites to reflect various University Scholarships; websites include static and dynamic pages

• Analyzed incoming web traffic using Google Analytics, implemented multiple strategies based on analysis

• Gathered requirements from donors to configure the system as per their needs and prepared websites based on these requirements

• Created an interactive and easy to maintain Graphical User Interface in HTML/CSS that was user-friendly

Skills Used

Website Development, Database Management, Photoshop, Graphical UI Design

Web Analyst

SMG Convonix - Mumbai, Maharashtra - November 2013 to July 2014

Responsibilities

• Analyzed large data sets related to visitor interactions on numerous websites obtained from Google Analytics

• Led a team of four LinkManagers and three ContentWriters, to achieve 27% increase in revenue of project

• Highlighted visitor behavior on a particular website based on analysis of historic web data; implemented learnings from the analysis which resulted in an 30 % increase in online sales based on a year over year comparison

• Managed numerous campaigns; devised optimization strategies every month for each campaign; maintained regular contact with clients based on analytical results

Accomplishments

• Elected 'Best New Recruit' by Senior Management among 40 recruit

• Achieved 27% increase in revenue of a project

Skills Used

Web traffic analysis, requirement gathering, Microsoft Office, making presentations

Technology Analyst

SREST Information Technology - Mumbai, Maharashtra - May 2012 to August 2012

Responsibilities

• Coordinated procurement of historic data from online and offline teams

• Developed an in house CRM project; supervised migration of three company databases to new CRM platform

• Conducted rigorous acceptance and unit testing on the CRM system

• Chaired a training workshop for a team of 30 high school students tasked with offline and online communication

• Improved and conducted CRM based training program for 40+ incoming interns and new hires

EDUCATION

Bachelor of Engineering in Information Technology

K J Somaiya College of Engineering, University of Mumbai
2013

Master of Science in Business

Robert H. Smith School of Business, University of Maryland - College Park, MD

SKILLS

Graphic Design
Website Design
Microsoft Office
Excel
Windows
Mac OS X
Project Management
SEO
Analytics
Google Analytics
Google Adwords
Database Management
Data Analysis
Data Mining
Databases
Communication