Sundarajan Swaminathan

Boston, MA | +1(857) 919-1749 | sundar96@bu.edu | https://www.linkedin.com/in/sundarajans/

LEADERSHIP & WORK EXPERIENCE

Think and Learn Pvt Ltd - BYJU's   **Hyderabad, India**

Assistant General Manager, Marketing Strategy & Business   *Nov 2023 - May 2024*
- **Business Development Leadership** - Accelerated statewide business development using Power BI, SQL, data-driven insights through dashboards to achieve $4 million in annual revenue from a team of 140 people.
- **Stakeholder Collaboration**: Facilitated **cross-functional collaboration** and communication to drive alignment across teams and ensure successful implementation of marketing initiatives.
- **Product Improvement**: Led cross-functional teams to drive strategic alignment and **project management** initiatives aimed at improving customer engagement, operational efficiency, and marketing strategy, resulting in a 24% increase in retention. Developed **data-driven decision-making models** using Power BI and SQL, improving marketing performance tracking and optimizing future strategy.

Senior Manager, Marketing Strategy & Business   *Nov 2021 - Oct 2023*
- Developed & executed **marketing strategy** using data-driven insights, **market trend analysis**, & **analytics** to drive business decisions & align with corporate objectives, achieving a 30% uplift in enrolment.
- Orchestrated cross-functional synergies to optimize workflows & reach strategic alignment with objectives.
- Led **strategic planning** and **project management** for the pilot launch of Byju's Tuition Centre, ensuring alignment with marketing goals and delivering results in the market.
- Led the development and execution of targeted **marketing campaigns** aimed at customer acquisition, using data insights to optimize targeting and increase ROI. Coordinated **marketing communications** to keep internal stakeholders informed about strategic goals and progress, ensuring alignment across teams.

Manager, Marketing Strategy & Business   *Jul 2019 - Oct 2021*
- Led a team of 20, analysing performance data to identify trends and opportunities, implementing weekly strategies to optimize operations, and consistently ensuring revenue generation and business growth.
- Strategized and tracked team progress to maintain business growth across all phases of operations, improving client response and post-sales service.

Business Development Associate   *Feb 2018 - Jun 2019*
- Served as the primary interface between prospects and customers, converting leads into r evenue while assisting team members in achieving quotas to drive overall team success.

StatLabs, Vkation   **Bangalore, India**
Data Analyst   *Jul 2017 - Jan 2018*
- Leveraged **data analytics** and **Power BI** to create dashboards, providing actionable insights for strategic decision-making and improving marketing strategy performance.
- Built and tested API integrations to streamline data reporting workflows, reducing manual effort by 30%.

PROJECTS

Boston University, Metropolitan College   **Boston, MA**
Research Assistant at Project Management Dept.   *Oct 2024 – Present*
Conduct AI based research in helping students effectively use AI to complete their ongoing tasks and assignment through learning based tools to create learning patterns and offer targeted feedback.

EDUCATION

Boston University   **Boston, MA**
MS in Applied Business Analytics   *Graduation Date: Dec 2025*

Saranathan College of Engineering   **Trichy, India**
Bachelors of Engineering in Computer Science   *Graduation Date: Mar 2017*

SKILLS & PERSONAL INTERESTS

Python, R, SQL, Power BI, Excel, Certified Scrum Master, JIRA, Marketing Strategy, Business Development, Stakeholder Collaboration & Engagement, Business Process Optimisation, Data Querying, Project Management.