Ullas Srivastava

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Education:

New York University   **Expected graduation: May 2021**
MS in Management of Technology
GPA: 3.51/4.00
Binghamton University, State University of New York, **Watson School of Engineering**   **May 2017**
Bachelor of Science in Computer Engineering

Technical Skills:

Courses: Machine Learning,Business Analytics, Data Engineering, Programming, Economics and Strategy, Project Management

Technical Skills: Tableau, Power BI, R, Python, SQL, Java, HTML 5, CSS, XML, JavaScript

Skills: Digital Marketing, Programming, Consulting, Presenting

Softwares: R Studio, Jupyter Notebook, Photoshop, Premiere Pro, Lightroom

Professional Experience:

JoosFood   **Mumbai, MH, India**
Digital Marketer   **March 2019 – August 2019**
- Achieved a 53% increase in followers (from 100,000 to 150,000) for Instagram channel, @joosfood
- Organized and managed video content for the channel by coordinating the editing, shooting and design teams
- Collaborated with 23 collaborators while implementing the drip marketing technique to build and maintain relationships
- Executed the syndicated pricing model for social media platforms like Facebook and Instagram for all collaborators

Changing the Present (CtP)   **New York, NY**
Web Developer   **September 2017 –June 2018**
- Evaluated the current new design process and analyzed data to generate insights to pin point the problem areas
- Spearheaded the redesigning of workstream which decreased the development process from 5 to 3 days via wireframing
- Created an interactive ecommerce website using Java, Liquid, Bootstrap, JavaScript, CSS and HTML5

Taiijas Infotec   **Mumbai, MH, India**
Software Developer Intern   **May 2015 –August 2015**
- Developed an application in Android Studio using Java, XML and GUI concepts
- Devised automated test procedures using Seleneium and Java to test the application
- Delivered seminars in Thakur College about Android Application Development for students and teachers

Project Experience:

Persona Modelling   **New York, NY**
Team Lead   **October 2020**
- Derived 5 personas to run an effective marketing campaign, based on the data from River University
- Slit the dataset into manageable batches, cleaned the data and joined the it with an external dataset, using SQL
- Performed normalizations and summary statistics to single out personas using the pipeline method while incorporating the criteria given by the University

Covid-19 Calamity Prediction   **New York, NY**
Team Member   **January 2020 –May 2020**
- Performed regression analysis on data accumulated from John Hopkins, to predict unemployment rate due to Covid 19
- Developed clusters-based models to include countries from all economic background and visualized data for 2020- 2022
- Showcased developed countries to be the most affected as per the data relating to death rate and unemployment trend

Walmart Business Challenge   **New York, NY**
Team Lead   **November 2019 –December 2019**
- Led a team of 5 to solve Kaggle's Machine Learning Challenge of predicting weekly sales and inventory from large datasets
- Conducted database cleanup and standardized the data values to improve accuracy by deleting 33% of irrelevant data
- Performed data modelling with Linear regression in Python to estimate the inventory and sales for different stores in USA
- Devised Support Vector Machine to train and test data via random forest, neural network; obtained 95.9% model accuracy

Publication:

Autonomous Vehicle – Roadmap to Road Safety   **New York, NY**
Researcher, Published Author   **August 2019 –December 2019**
- Published a 5000+ words research paper regarding motor accidents litigation process under professor, Tom Helling
- Generated actionable insights from laws of EU nations to suggest changes in the US state laws to (re)integrate autonomous vehicles