PRASAD RAUT

Email: **prasadraut927@gmail.com**

Skype: **live:prasadraut927_1**

Phone: **+91 73851 74956**

LinkedIn: **www.linkedin.com/in/prasad927**

Creative, insightful and detail-oriented professional with 4 years of experience working with US Clients. Eager to leverage CRM campaign development and management skills, data mining and analysis experience to optimize business processes. In previous roles, developed marketing automations, applied NLP techniques to analyze text data, and utilized good interpersonal & communication skills for business interactions.

TECHNICAL SKILLS

Core Competencies: Marketing Automation, CRM Campaign Development, Subscriber Data Management, Data Mining and Analytics, Web Scraping, Machine Learning

Programming Languages: SQL, R, Python, MATLAB, C#

Tools: Salesforce Marketing Cloud (ExactTarget), SQL Server Management Studio (SSMS), SQL Workbench/J, Microsoft Excel

Databases: MS SQL, PostgreSQL, SQLite, MongoDB

Web Technologies: AMPscript, HTML, CSS, JavaScript (SSJS), XML

PROFESSIONAL CERTIFICATIONS

• ***Salesforce Certified Marketing Cloud Email Specialist*** (Issued by Salesforce Inc.)   *February 2023*

WORK EXPERIENCE

Business Technology Solutions Associate | ZS Associates, Pune, India   *November 2020 - Present*

• Independently executing and following best practices to support day-to-day SFMC operations for cross-channel digital marketing campaigns of 12 brands associated with a Big Pharma company

• Engaging with marketing managers and business stakeholders to facilitate the break-down and mapping of requirements and advice on functional possibilities within the SFMC platform

• Responsible for technical coordination involving End-to-End QA, writing SQL queries, ad-hoc reporting and documenting SFMC campaign implementations

• Building and executing data-driven marketing campaigns and ad-hoc email deployments based on subscriber data present in a complex data structure

• Developing AMPscript code to personalize and update HTML-based emails and build logic for landing pages

• Utilizing PostgreSQL queries to process data and create tables in database for Tableau dashboards used in reporting and marketing campaign analysis

• Promoted from contractor to full-time due to excellent performance and organizational impact while working remotely during COVID-19 Pandemic

Sales Analyst | Elmwood D+J Auto Sales, Agawam, MA, USA   *March 2020 - July 2020*

• Summarized revenue data by creating and manipulating Pivot Tables, Pivot Charts and by using Calculated Fields

• Performed data extraction and created sales reports using lookup and reference functions like VLOOKUP, MATCH, and INDEX

• Utilized CRM effectively to manage vehicle inventory and follow up on all sales leads in efforts to bring in customers

• Addressed customer's needs concerning vehicle specifications, warranties, pricing, financing, and maintenance

Data Analyst | D'Amore-McKim School of Business, Boston, MA, USA   *October 2018 - February 2020*

• Developed qualitative data analysis techniques to analyze text data for Ericsson Magnet Program

• Conducted Text Mining on survey responses to determine top companies and their innovative traits

• Performed Sentiment Analysis on survey responses using Bing Lexicon in R for mining positive and negative opinions

• Utilized ggplot2 package in R and Tableau software to visualize and derive meaningful insights

• Generated reports including data visualizations to give insights on strategic innovative thinking

EDUCATION

Northeastern University, Boston, MA, USA   *December 2018*

M.S., Game Analytics

Related Coursework: Big-Data Analytics, Data Mining, Game Design, Machine Learning & AI, Statistics

Mumbai University, Mumbai, India   *August 2015*

B.E., Computer Science and Engineering

Related Coursework: Database Management, Software Development, Algorithms, Image Processing

ACADEMIC PROJECTS AND ACTIVITIES

Web Scraping in R Workshop

• Conducted workshop to demonstrate Web Scraping in R for Big Data Club at Northeastern University

• Constructed a Web Scraper in R to harvest and analyze laptop inventory data from Best Buy website

• Extracted information about laptops from text data through Pattern Matching using Regular Expression

• Analyzed text data and created visualizations using ggplot2 package in R

ACADEMIC PUBLICATIONS

• Raut, P. (2018). ***Analysis of Immersive Virtual Reality Vs. Desktop 3D Games.*** Thesis submitted in partial fulfillment of master's degree. Retrieved from
https://repository.library.northeastern.edu/files/neu:m044cb90q/fulltext.pdf

• Jadhav, P. G., Waje, S. S., Raut, P. S., & Naik, S. (2015). ***Image Restoration using Digital Inpainting and Superresolution.*** International Journal of Computer Applications, 975, 8887. Retrieved from
https://research.ijcaonline.org/ncrenb2015/number1/ncrenb7002.pdf