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**EDUCATION**

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**Arizona State University**

May 2025

Master of Science in Management of Technology | **GPA: 3.8/4.0**

Tempe, Arizona

- Courses: Data-Driven decision making, Advanced Project Management, Product Design and Evaluation

**MLR Institute of Technology**

July 2021

Bachelor of Technology, Electronics | **GPA: 3.2/4.0**

Hyderabad, India

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**PROFESSIONAL EXPERIENCE**

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**Programmer Analyst, Project Management**

July 2021 – May 2023

**Cognizant Technology Solutions**

Hyderabad, India

- Led implementation of data-loading workflows using Informatica, improving operational efficiency by 20% through process optimization and proactive monitoring.
- Spearheaded automation initiatives in ServiceNow, reducing manual workload by 20% and streamlining daily operations.
- Accomplished a 95% issue resolution rate by diagnosing and resolving technical issues across multiple platforms within SLA timelines.
- Leveraged SQL to organize and validate databases, conducting 100+ monthly data validation checks to ensure data integrity.
- Collaborated with cross-functional teams to generate weekly reports, delivering 15 reports on key performance metrics to aid strategic decision-making.

**Content Marketing Intern**

December 2020 – May 2021

**GreyCampus**

Hyderabad, India

- Devised and executed digital marketing campaigns, boosting social media engagement by 20% and increasing followers by 15% in six months.
- Crafted high-performing marketing emails using MailChimp, achieving a 15% higher open rate than industry standards.
- Produced SEO-optimized content using Ahrefs and SEMrush, leading to a 25% rise in organic traffic to the company website.
- Directed thorough market research to understand customer preferences, integrating insights into content creation for a 15% increase in engagement.
- Collaborated with design teams to create marketing materials, improving brand awareness by 30%.

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**PROJECT EXPERIENCE**

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**Enhanced ASU Class Search: Intuitive Redesign**

April 2024

- Led a user-centered redesign of ASU's class search tool, improving student registration and deadline-tracking functionality.
- Identified pain points and developed wireframes in Figma, increasing user experience and interface efficiency.
- Conducted usability tests, surveys, and feedback sessions, achieving a 95% user satisfaction rating for the proposed solution.

**Research Report: Pseudo-Renovation of ASU Music Building**

April 2024

- Directed a mock renovation project, utilizing Gantt charts, WBS, and network diagrams to manage project timelines, scope, and resources.
- Identified and mitigated project risks while adhering to budget constraints, ensuring successful project completion on time.

**Rent it Up App: Rental Search Redesign**

December 2023

- Organized a rental accommodation app development, addressing key usability challenges such as interface clutter, inadequate filters, and communication gaps.
- Introduced innovative features, including a swipe-based interface, virtual reality tours, and real-time availability, improving user engagement.
- Executed market research and user interviews, translating insights into an intuitive prototype using Figma.

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**SKILLS & CERTIFICATIONS**

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- **Technical Skills:** Python, MATLAB, SQL, HTML5/CSS3, C, Java, Database Management, UX Design, Wireframing, Prototyping.
- **Software & Tools:** Microsoft Office Suite, Google Suite, ServiceNow, Figma, Informatica ETL, Autosys, PeopleSoft, SEMRush, Ahrefs, Google Analytics, Oracle, Google Ads, MailChimp.
- **Project Management:** Data Validation & Analysis, Report Generation, Workflow Automation, Stakeholder Communication, Market Research, Risk Mitigation, Digital Marketing Strategy.
- **Academic:** Chief Organizing Committee (College Club), Chief Organizer (MLRIT Literary Festival and Model United Nations)