

Vinisha Gunaseelan

Dallas, TX; 309.307.0691; dal301965@utdallas.edu

LinkedIn: Vinisha-Gunaseelan

EDUCATION

The University of Texas at Dallas

M.S., Business Analytics & AI, Concentration in Data Science

Program's Excellence Scholarship

GPA 3.7

August 2025–May 2027

Illinois State University

B.S., Information Systems & Business Administration

Division I Women's Golf – 2× WGCA All-American Scholar

GPA 3.7

August 2019–May 2024

SKILLS & CERTIFICATIONS

Certifications: Certified Scrum Master

Programming: SQL, Python, R, MS Advanced Excel, Visual Basic, Trello Board

Data Visualization: Tableau and Power BI

BUSINESS EXPERIENCE

BSI Financial Services, Irving, TX

Capital Markets, MSR Trade Analyst

September 2024–July 2025

- Increased revenue by reconciling \$250M+ MSR trades and reducing discrepancies by 35% using SQL
- Improved client retention with SQL on \$100M+ capital markets reports, ensuring 100% ROI accuracy
- Enhanced productivity on 20+ Fannie/Freddie loans for repeat sellers, accelerating payouts by 20%
- Boosted sales by establishing monthly MSR reports on \$100M+ purchases, and applying business analytics to provide useful insights

Nexus, Dallas, TX

Business Development Representative

July 2024–September 2024

- Boosted customer acquisition by 30% through negotiation and marketing strategies
- Cultivated client relationships, driving a 20% sales increase and higher customer satisfaction

ACADEMIC PROJECTS

Animal Shelter Database Development

August 2023–December 2023

- Developed a SQL/VBA.NET database to automate animal shelter operational processes and lower costs
- Scrum Product Owner and enhanced team productivity by refining data tracking and reporting with Trello

Restaurant Marketing Solutions

September 2022–December 2022

- Designed marketing strategies to boost brand visibility and customer engagement

Grocery Mall Business Solutions

August 2023–December 2023

- Used Simio software to optimize operations and resource allocation

LEADERSHIP EXPERIENCE & ORGANIZATIONS

Illinois State Division 1 - Women's golf

August 2019–May 2024

- Former Division I student-athlete competed in competitive collegiate golf for 5 years

JKYOG Yuva – Vice President

August 2025–May 2027

ADDITIONAL INFORMATION

Eligibility: (USPR) Eligible to work in the U.S. with no restrictions.