Vivek Rao

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vivrao9.github.io

Education & Honors

Indiana University, Bloomington
August 2017–May 2021
Bachelor of Science in Finance,
Business Analytics

GPA: 3.90/4.00

Honors:
Global Engagement Scholarship
Beverly Rice Scholarship

Awards

Region 5 Mark of Excellence:
First place — Data Visualization

Columbia Scholastic Press Association Gold Circle Award:
First, third place — Interactive graphic

Associated Collegiate Press:
Honorable Mention — Interactive Graphic (Multimedia Story of the Year),
First place — Social Justice Reporting

Society of Professional Journalists:
Honorable Mention — College Coronavirus Coverage

Skills

Web Development
HTML, CSS, JavaScript, D3.js, Bootstrap, ai2html, Mapbox

Data Analysis
Python, R, SQL, STATA, Tableau, Microsoft Power BI, Pandas, Excel

Additional
Web scraping, Adobe Creative Cloud, Microsoft Access, APIs, process automation, Google Analytics

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Experience

Indiana Daily Student — Bloomington, IN   *November 2017 – present*
Web Redesign Manager (March 2020 – October 2020)
- Led a team of designers to redesign website with a focus on user experience, responsive layouts and advertising revenues
- Coordinated with editorial, advertising staff and CMS vendor
- Demoed website to newsroom and integrated feedback in final build

Managing Editor for Digital (January 2020 – present)
- Used Google Analytics and parse.ly to reduce bounce rate by coordinating audience engagement and social media teams
- Oversaw a 20% increase in web traffic to more than 2,250,000 pageviews for the spring semester — the second highest in eight years
- Updated, automated Indiana's first coronavirus tracker, becoming the most read story from the spring semester

Digital Editor (May 2020 – October 2020)
- Work with reporters to create custom interactives for feature stories
- Update website daily based on web and social media traffic
- Make recommendations for SEO best practices

Arnolt Center — Bloomington, IN   *September 2019 – present*
Investigative Reporter
- Collaborated on a team to help create the country's first county-by-county coronavirus tracker generating more than 340,000 hits
- Cleaned daily coronavirus data for U.S. states and metropolitan areas and created heatmaps using Matplotlib
- Designed graphics with satellite images highlighting eroding shoreline

Eli Lilly & Company — Indianapolis, IN   *June 2020 – July 2020*
Data & Analytics Intern
- Developed user-friendly apps and databases using Microsoft Power Apps to streamline data collection and storage
- Created Microsoft Power BI reports to visualize vendor issue status

CarAdvise, LLC. — Chicago, IL   *June 2019 – August 2019*
Operations Data Analyst
- Improved process of invoice reconciliation by developing Python PDF scrapers that automate manual data entry — saved hundreds of manhours annually
- Queried company datasets using SQL to answer operational and financial questions posed by senior management
- Analyzed, audited company pricing policies using Tableau

Data-driven projects

- Determined optimal time to do laundry on campus, created graphics and web scraper to visualize and collect data
- Led a project analyzing faculty salaries, created interactive graphics to visualize data
- Investigated, visualized utilities usage across campus buildings discovering water wastage of millions of gallons
- Analyzed Spring 2020 grade distribution to find insights, patterns around new S grade; designed and developed web layout
- Using Python's Natural Language Processing NLTK library to analyze IU President McRobbie's speeches and statements

Interests

The Beach Boys | Biking | *Ferris Bueller's Day Off* | Painting | *Peanuts*