

## 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



@v1vra0



/viv-rao



/vivrao9

## 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

## 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