

Vivek Rao

vivrao@iu.edu | (812) 230-3500

Education & Honors

Kelley School of Business, Indiana University — Bloomington, IN
Bachelor of Science: Finance, Business Analytics

May 2021
GPA: 3.90/4.00

Honors:

- **Kelley Honors Program:** Admitted to a rigorous program based on extracurricular and academic achievement
- **Global Engagement Scholarship:** Awarded to incoming students of high academic standing
- **Beverly Rice Scholarship:** Conferred upon undergraduates enrolled in the Kelley School of Business

Awards:

- **Region 5 Mark of Excellence:** First place, Data Visualization
- **Columbia Scholastic Press Association Gold Circle Award:** First/third place, Interactive graphic
- **Society of Professional Journalists:** Honorable Mention, College Coronavirus Coverage

Professional Experience

Eli Lilly & Company — Indianapolis, IN
Data & Analytics Intern

June 2020 – July 2020

- Developed a system where vendor issues are logged, raised and resolved within a single platform and customized reports are generated to identify systemic trends and patterns
- Designed user-friendly apps and databases using Microsoft Power Platform to streamline data intake, storage process
- Worked closely with Copyrights and Translations team to make data more consumable for further automation downstream

CarAdvise, LLC. — Chicago, IL
Operations Data Analyst

June 2019 – August 2019

- Automated process of invoice reconciliation by programming Python PDF scrapers that eliminate manual data entry
- Used SQL to query and answer questions posed by senior management
- Analyzed, audited company pricing policies using Tableau to identify loss-generating services; submitted recommendations

Indiana Daily Student — Bloomington, IN
Digital Editor (May 2020 – present)

November 2017 – Present

- Query large datasets to find insights and tell data-driven stories in a compelling way
- Led a team to redesign website; coordinated with designers, editorial and advertising staff, and CMS vendor
- Update website daily based on web and social media traffic; leverage SEO to generate organic web traffic

Managing Editor for Digital (January 2020 – May 2020)

- Used Google Analytics to channel traffic through website by coordinating audience engagement and social media
- Oversaw a 20% increase in web traffic to more than 2,250,000 views for the semester
- Updated, automated a daily map tracking Indiana coronavirus cases, becoming the most read story from the semester

Data-driven projects

vivrao9.github.io

- Wrote a story determining optimal time to do laundry on campus, created graphics and web scraper to visualize and collect data
- Investigated, visualized utilities usage across campus buildings discovering water wastage of millions of gallons
- Led a project analyzing faculty salaries, created interactive graphics to visualize data
- Explored university technology center's response to the coronavirus and how classes were taken online
- Analyzed Spring 2020 grade distribution to find insights, patterns around new S grade; designed and developed web layout
- Worked on a team under tight deadline to help create the nation's first county-by-county coronavirus tracker

Leadership & Activities

Social Enterprise Engagement at Kelley (SEEK) — Bloomington, IN
Director of Case Competitions (August 2018 – December 2018)

February 2018 – December 2019

- Organized a campus-wide case competition that assisted a local non-profit organization in its relocation strategy
- Cut budgeted costs by nearly 60% to account for change in funding source while maintaining case and event quality

Camp Kelley — Bloomington, IN
K-Team Leader

August 2018

- Collaborated with 19 other camp counselors to coordinate events that oriented freshmen to college life and academics
- Conducted team-building activities and open discussions and presented advice to freshmen on the do's and don'ts of college

Interests

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