Vivek Rao

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Current Address:
199 E Varsity Lane
Bloomington, IN 47408

Education & Honors

Kelley School of Business, Indiana University — Bloomington, IN   *May 2021*
Bachelor of Science: Finance, Business Analytics   *GPA: 3.90/4.00*
Honors: Kelley Honors Program, 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
- **College Media Association Pinnacle Awards:** Third place, best infographic
- **Associated Collegiate Press:** Honorable Mention, Interactive Graphic; First place, Social Justice Reporting
- **Society of Professional Journalists:** Honorable Mention, College Coronavirus Coverage

Experience with: Python, R, SQL, HTML, CSS, JavaScript, STATA, Alteryx, Tableau, Pandas, Matplotlib, APIs

Professional Experience

Eli Lilly & Company — Indianapolis, IN   *June 2020 – July 2020*
Data & Analytics Intern
- Developed a platform where vendor issues are logged, raised and resolved, saving management time and simplifying process
- Designed user-friendly apps and databases using Microsoft Power Platform to streamline data intake, storage process

CarAdvise, LLC. — Chicago, IL   *June 2019 – August 2019*
Operations Data Analyst
- Saved hundreds of annual manhours by programming, automating Python PDF scrapers that eliminate manual data entry
- Analyzed, audited company pricing policies using Tableau to identify loss-generating services

Indiana Daily Student — Bloomington, IN   *November 2017 – present*
Managing Editor for Digital (January 2020 – present)
- Use 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 during the spring semester
- Updated, automated Indiana's first coronavirus tracker, becoming the most read story from the spring semester

Digital Editor (May 2020 – October 2020)
- Queried large datasets to find insights and tell data-driven stories in a compelling way
- Led a team to redesign website; coordinated with designers, editorial & advertising staff, and CMS vendor

Data-driven projects   vivrao9.github.io

- Worked on a team under tight deadline to help create the nation's first county-by-county coronavirus tracker
- Investigated, visualized utilities usage across campus buildings discovering water wastage of millions of gallons
- Wrote a story determining optimal time to do laundry on campus, created graphics and web scraper to visualize and collect data
- Analyzed Spring 2020 grade distribution to find insights, patterns around new S grade; designed and developed web layout
- Explored university technology center's response to the coronavirus and how classes were taken online
- Using Python's Natural Language Processing NLTK library to analyze IU President McRobbie's speeches and statements

Leadership & Activities

Social Enterprise Engagement at Kelley (SEEK) — Bloomington, IN   *February 2018 – December 2019*
Director of Case Competitions (August 2018 – December 2018)
- Organized a campus-wide case competition that assisted a local non-profit organization in its relocation strategy
- Cut budget by nearly 60% to account for change in funding source while maintaining case and event quality

Camp Kelley — Bloomington, IN   *August 2018*
K-Team Leader
- 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* |