

# YASH KANTHARIA

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*Data-driven professional with a proven track record of driving user engagement and marketing ROI within AdTech and MarTech. Expertise in mobile marketing platforms, campaign optimization, and technical client support.*

## EDUCATION

**Pace University, Seidenberg School of Computer Science and Information Systems**

New York, NY

Master of Science (MS) in Computer Science | GPA: 3.83

**Graduated:** May 2024

**University of Mumbai**

Mumbai, India

Bachelor of Engineering (BEng) in Information Technology

June 2019

## WORK EXPERIENCE

**Artificial Intelligence Engineering Intern**, The Showcase - Exchange IT New York, NY August 2024 - Present

- Crafting advanced NLP and LLM fine-tuned models for chatbots and matching documents through context vectors.
- Curating and managing robust datasets to fuel AI model development and deployment.
- Actively driving the design and implementation of innovative AI-powered features and applications.

**Data Engineer**, Fractal Analytics (Crux Intelligence) Mumbai, India August 2021 – August 2022

- Developed and maintained strong relationships with clients across finance and consumer goods, effectively communicating technical concepts to both technical and non-technical stakeholders to ensure project alignment and client satisfaction.
- Translated complex data insights into actionable business recommendations, presenting findings through clear and concise dashboards and reports using tools like Tableau, facilitating data-driven decision-making at all levels.
- Built and optimized data pipelines using Python, SQL, and cloud technologies (Azure, AWS), ensuring data integrity and efficient processing of large datasets to support the development of data-driven products.

**Senior Customer Success Engineer**, CleverTap Mumbai, India July 2019 – August 2021

- Drove customer success and ROI for enterprise clients utilizing CleverTap's mobile marketing platform, achieving a 4.9/5.0 CSAT score through expert campaign design, execution, and optimization.
- Consulted with C-level executives to develop tailored solutions, showcasing strong relationship-building and technical expertise in understanding their business needs and translating them into successful marketing initiatives.
- Partnered with marketing teams to define data-driven campaign strategies, architect user journeys, and establish conversion tracking metrics using tools like CleverTap, Google Analytics, Firebase Analytics, Google Ads, and Mailchimp.
- Developed a Java-based Android application to track user properties and events, feeding into user segmentation models and providing valuable data for analytical reports on the CleverTap platform.
- Provided exceptional Mobile SDK, multimedia channels, and API integration support, ensuring seamless onboarding experiences and rapid time-to-value for clients.
- Analyzed campaign performance and user behavior data, optimizing campaigns for significant growth in click-through rates, conversions, and customer retention, demonstrably improving marketing effectiveness.

## TECHNICAL SKILLS

**Marketing Technologies:** *CleverTap, Google Analytics, Firebase Analytics, Google Ads, Mailchimp, Campaign Management, Email Marketing, Push Notifications, In-App Messaging, Marketing Automation, Customer Segmentation*

**Programming & Query Languages:** *Python, Java, JavaScript, SQL, HTML, CSS*

**Data Analysis & Visualization:** *Pandas, NumPy, Tableau, Google Data Studio, Cohort Analysis, Marketing Attribution*

**Mobile Development:** *Android, iOS, Web*

**Cloud & Infrastructure:** *AWS (Lambda, S3, EC2), Azure, GCP, Firebase, Git, JIRA, Zendesk, Postman, Linux, Unix*

**Other:** *REST APIs, Webhooks, Selenium, BeautifulSoup*

## PROJECTS

**Data Pipeline Automation** ( Python, SQL, Azure Blob Storage, REST APIs ) October 2022

- Implemented Python scripts to automate periodic data extraction from a private network's SQL database, executing complex calculations, formatting data into CSV or Parquet files, uploading them to Azure Blob Storage, and triggering an HTTP API.

**Android Application integrated with CleverTap SDK** ( Java, Android, CleverTap APIs ) March 2020

- Developed Java-based Android app integrated with CleverTap SDK for client demos, issue replication, and team training.

**Real-time Uninstall Tracking for Android Applications** ( Java, Firebase Analytics, Node.js, REST APIs, Android ) December 2019

- Developed a Java-based solution for real-time uninstall tracking in Android apps, achieving near 100% accuracy. This enabled targeted win-back campaigns, reduced reliance on resource-intensive silent notifications

*More projects available on [GitHub](#).*

## PUBLICATION

S. Jhaveri, I. Khedkar, Y. Kantharia and S. Jaswal, "Success Prediction using Random Forest, CatBoost, XGBoost and AdaBoost for Kickstarter Campaigns," 3rd International Conference on Computing Methodologies and Communication (ICCMC), Erode, India, 2019.

Link: <https://ieeexplore.ieee.org/document/8819828>