YATRI PATEL

Durham, NC | yap3@duke.edu| (984)209-8202 | https://www.linkedin.com/in/yatri-patel131/

EDUCATION

Duke University, Durham, NC   Aug 2018- Dec 2019
Master of Engineering Management, GPA: 3.66/4.00
Courses: Marketing, Finance, Data Visualization, Statistical Forecasting, Project Management, Management, Business Law

Nirma University, Ahmedabad, India   Aug 2014-May 2018
Bachelor of Technology in Electronics and Communication Engineering, GPA: 3.5/4.00

EXPERIENCE

Product and Growth Marketing Intern, Berke   May 2020 (ongoing)

- Identified $5M strategic growth opportunities and developed GTM strategy by analyzing user segmentation and data
- Managing cross channel lifecycle marketing campaigns by collaborating with product management and UX teams
- Working with sales leadership to develop enablement tools to help account managers understand data and sell effectively

Product Manager Intern (UX), The Auerbach Global Impact Foundation   Feb- May 2020

- Managed a team of two designers and created wireframes to incorporate user research for complete website redesign project

Product Manager, MEM Product Management Club (client: Bitsian, NY)   Sep- Dec 2019

- Reduced customer query resolution time by 30% by building product insights dashboard for the customer support team
- Led a cross-functional team of developers and analysts and engaged with executive leadership to ensure project success

Data Analyst Intern, The Auerbach Global Impact Foundation   Jun-Aug 2019

- Recommended compelling call-to-action buttons by A/B testing that increased the click-through rate by 40%
- Provided actionable insights on product campaigns and their ROI by evaluating marketing metrics of the customer website

Project Consultant, Transformation in Ten Initiative by City of Durham   Jan-Apr 2019

- Gathered use cases and did cost-benefit analysis to recommend a database management system that saved the firm $20,000
- Implemented 30 team sites and a document management system in SharePoint that improved employee efficiency by 20%

Marketing Data Analyst (Student Consultant), Planet   Sep-Dec 2018

- Improved qualified leads by 15% by building a logistic regression model to identify quality leads and prioritize follow-ups
- Increased engagement with online content by 20% by recommending content modifications utilizing SEO techniques

ACADEMIC PROJECTS

Credit Scoring, Language: SQL, Python   Mar 2018

- Minimized default risk with issuing credit cards by a binary classification model for approval of cards with 85% accuracy

Customer Segmentation and Lifetime Value, Language: Python   Mar 2019

- Identified target customer by implementing customer segmentation using RFM (Recency, Frequency, Monetary) analysis
- Optimized acquisition spending by developing a linear regression model to predict CLV of new customers with 96% accuracy

Data Visualization, ASA Data Fest 2019, Tools: Tableau   Apr 2019

- Created dashboard to visualize live player movements and shared insights of the effect of training load on game performance
- Recognized by the jury for best multivariate data-visualization against 70 competing teams from all over North Carolina

LEADERSHIP ACTIVITIES AND TEAMWORK

Team Lead-Product Management Club, Duke University   Aug-Dec 2019

- Recruited and led team of 6 grad students for successful product management consulting engagement with industry clients

Chairperson-IEEE WIE (Women in Engineering) Affinity Group, Nirma University   Jan-Dec 2017

- Headed 'Women Digital Literacy Mission' with 50 volunteers to teach necessary computer skills to underprivileged women
- Inspired young underprivileged kids to pursue careers in STEM by tutoring Math and Science with a team 25 volunteers

TECHNICAL SKILLS

Microsoft Excel	Salesforce	Python	Google Analytics, Google Ads
SQL	Tableau	HTML, XML	Microsoft Project, Trello, Jira