

**SUMMARY**

Experienced business analytics graduate student specialized in digital marketing and data analytics. Having expertise in growth strategies, customer insights & acquisition garnered from working in e-commerce, fashion, beauty and start-ups. Seeking full-time opportunities in marketing & data domain.

**ACADEMIC PROJECTS**

- Built **Sentiment Analysis** on trending Tweets using R's **Text Mining packages** to study the impact of social media and user behavior. Created an **RShiny** dashboard for sharing the results with teams.
- Developed Game of Thrones Character Alive or Dead Prediction Model using **Logistic regression, Naïve Bayes, RandomForest, Decision Tree** algorithms yielding 80% accuracy in Python.
- Created **unsupervised clustering** in **Python** from **Marketing Survey** of App downloads to segment end-users based on demographics, behavior to revise targeted campaign strategies. Exposure to **quantitative and qualitative** analysis.

**PROFESSIONAL EXPERIENCE**

**MOLEKULE, INC**– San Francisco, California, USA

Nov '18 – Mar '19

**Marketing Analyst Intern.** Analyzing marketing platform data and work with cross-functional teams to implement recommended strategies for business improvement.

- Derived insights based on **omni-channel customer acquisition** data from over 8+ marketing performance channels for various ad hoc analysis and increased ROA by 15%, CAC by 10% by the end of first 60 days.
- Performed multivariate, **A/B testing** on Ad content to estimate ROA from Social Media ads, lead behavior from autopilot data and proposed recommendations that **help cut influencer spend by almost 35%**.
- Analyzed customer buying pattern by querying **large data** using **SQL** from AWS and cleansing, munging, **manipulating data** from Shopify, google analytics, affirm & business FB using R and **advanced excel (pivots, vlookup, ztests etc)**
- **Built correlation relationships** to identify relationships between features like audience, gender, age to sales.
- **Deduced insights to understand** subscription behavior, blog performance and website optimization strategies by carrying out analysis using Python and advanced excel.
- Developed and optimized **GROW** dashboard and **Tableau** visualizations to track KPIs such as CAC, ASP, ROI, CTR etc., based on channel and by demographics. Also, **generate custom reports** in multiple platforms for ad hoc requests

**LUST V COSMETICS** – Dorchester, Massachusetts, USA

Jun '18 – Aug '18

**Marketing and Analytics Intern.** Monitored firm's analytics, KPI and drew insights on improving UX, sales and brainstormed business expansion strategies.

- Created KPI metrics in Shopify to monitor performance attributes unit sales, blog views, exit rates, CAC, ROA, etc.,
- Devised **marketing strategies/campaigns**, demographic based promotions, marketing kits, **email campaigns (MailChimp)** that boosted the summer **sales percentage by 43%**.
- Identified **potential customer segments** for targeted promotions using Facebook ads manager and increased email conversions via A/B testing analysis by over 5%.

**CES LIMITED** – Chennai, Tamil Nadu, India

Mar '17 – Aug '17

**Product Specialist.** Managed electronics, apparels and accessories products for e-tail clients (HBC, NFM, DSW, Townshoes)

- Co-ordinated with a team of 25 professionals and analyzed apparels/accessories products to categorize products for client's **e-commerce** websites resulting in improved product assortment.
- **Managed client** profiles and product portfolios using **Trello (CRM)** for better execution of projects.

**ASTERION ENTERPRISES PVT LTD** – Chennai, Tamil Nadu, India

Jun '16 – Feb '17

**Assistant Product Manager** Managed the workforce in distribution center of south India for the brand SPYKAR.

- Boosted **sales margin by 10%** within 3 months by analyzing market trends, sales volume and revised procurement strategies of leading retail chains.
- **Implemented client loyalty programs**, improved supplier relations and overlooked payment schedules.
- **Maintained project timelines**, held checkpoint meetings to keep close tabs on project deadlines.
- Organized brand presentations in other cities and partnered with event management firms to **promote brand presence**
- Performed **Ad hoc analysis** as and when required to present business finding as stakeholder effective.

**EDUCATION**

**Masters in Business Analytics (MBAn)**

Sep '18 -Mar '19

Hult International Business School – San Francisco, CA | Marketing & Digital Analytics | Data Visualization | Text-Mining

**Master's in international business (MIB)- Major in Business Analytics**

Sep'17 - Aug '18

Hult International Business School – Boston, MA | Global strategy | International marketing

**Bachelor's in Apparel technology (B.Tech)**

Aug'12 - May '16

Anna University – Chennai, India | Secretary of the Department

**TECHNICAL SKILLS** (<https://github.com/ikirthanagandhi>)

**Marketing Service tools:** Google Analytics, Google Ads, FB business manager, Rakuten, Autopilot, Mail chimp, Grow marketing, Pinterest Ads, Bing ads, Gemini(yahoo), FuelX, Affirm, Talkable, **CRM tools:** Trello, Slack

**Programming tools:** Python, R, SQL, Tableau, Power BI, Advanced Excel, HTML, Google Analytics.

**Certifications:** HubSpot Inbound & Content Marketing certifications, Google Analytics certifications

**Knowledge & Understanding:** DOMO, Power BI, AWS(EC2, Lambda, Redshift, RDS), SEO, Wordpress, Salesforce