

# Shushruma Sai Ekbote

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B.S. in Management Information Systems and Marketing / *University of Massachusetts, Lowell / May 2020*

Course Work: Analysis of Algorithms, Business Analytics, Database Management Systems, Data Networks, Marketing Analytics, Programming for Information Systems, Sales & Customer Relations, Strategic Management, Systems Analysis & Design

## SUMMARY

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Senior business student majoring in Management Information Systems and Marketing seeking full-time job opportunities in marketing or data analytics; highly skilled in data analysis and visualization, marketing, and data-driven decision making.

## SKILLS

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- Comprehension of data analytics and its valuable impact in B2B marketing.
- Focus on taking an analytical approach to problem solve and tell data-driven stories to impact key business decisions.
- Ability to manage concurrent projects and communicate cross-functionally to create admirable results for all stakeholders.
- Computer skills: Marketo, Microsoft Access & Office, Python, QlikSense, Salesforce (Certified), SQL, Tableau, Visual Basic

## WORK EXPERIENCE

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### MARKETING DATA ANALYST

June 2019 – Present

*GE Healthcare / Marlborough, MA*

- Analyzed and visualized company's web traffic data using Mouseflow to understand user interaction, created targeted content to engage customers and decreased bounce rate by 20%.
- Generated five key dashboards using QlikSense to cross reference marketing KPIs and sales revenue. Developed future sales targets based on modeled data.
- Increased sales revenue by 10% by organizing a digital Black Friday marketing campaign. Promoted products through targeted ads and automated emails to current customers using Marketo and tracked post sales data to determine ROIs.
- Compiled marketing-qualified leads by creating a database to track over 5,000 NIH grants. Queried and reported relevant grant data to commercial sales and field marketing teams, to help determine new opportunities.

### TEST ENGINEERING CO-OP

June 2017 – December 2017

*MKS Instruments / Rochester, NY*

- Collaborated with the compliance team to certify two upcoming devices and verified that each part in these devices meet proper ISO qualifications.
- Scripted Excel macros to collect, process, and analyze data sets with over 1,000,000 result points. Performed and analyzed test results to find faults in products.
- Researched and reported replacement parts and performed quality assurance tests on faulty generators.

### QUALITY ASSURANCE ENGINEERING CO-OP

July 2016 – January 2017

*Microsemi / Reading, PA*

- Conducted, developed and improved various quality tests, such as high/ low temperature testing, voltage and current testing, cycle testing, and long-term decay testing.
- Collected, recorded, and evaluated data from these tests and communicated findings between relevant departments.
- Presented results to support certifications of products to quality assurance board within the company.

## VOLUNTEERING EXPERIENCE

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### Microsoft PowerPoint and Excel Instructor

August 2019 - Present

*Boys and Girls Club / Worcester, MA*

- Spear-headed an initiative to provide online educational services to assist students impacted by COVID-19 circumstances.
- Designed Excel lesson plans with a focus on understanding pivot tables, equations, and graphical representations of data. Integrated real-world applications and problems to demonstrate the importance of Microsoft Excel
- Guided students through PowerPoint and created a positive learning environment to encourage them to improve public-speaking skills.