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**Location:**Worcester, MA

**Posted:**September 08, 2023

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**Resume:**

Ashima Bhattarai

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SUMMARY

Aspiring Business Analyst with 2 and half years of work experience in Marketing.

Solid understanding of Business Intelligence Tools (Power BI, Tableau, Knime).

Strong hands-on in SQL Server, SQL Server Management Studio, PostgreSQL.

Strong hands-on in Anaconda Python Environment

Strong hands-on in SEO/analytic support for websites and digital/social media/email marketing campaigns.

Adept with conducting A/B testing on Excel.

Experience with CRM systems in Mailchimp

Strong working experience in market research and competitive analysis.

Ability to multitask on various project requests while meeting tight deadlines.

Exhibited strong analytic and quantitative skills to develop and measure marketing programs.

CERTIFICATIONS

Mimic Pro Simulation (Search, Display, Shopping Ads, PPC), Intermediate SQL (DataCamp), Advanced Google Analytics (Google Analytics Academy), Brand Marketing and SEO Tools using Wix (Coursera), Create a Google Ads Search Campaign (Coursera)

EDUCATION

Clark University, Worcester MA Expected: May 2023

Master of Science in Marketing Analytics, GPA 3.94

Impeccable organizational, time management, and communication skills, with a proven ability to effectively coordinate and prioritize tasks in a fast-paced, deadline-driven environment.

WORK EXPERIENCE

Student Leader/ Supervisor, Higgins Cafe, Clark University, Worcester, MA March 2022 present

Managing and scheduling the students employment timetable in the dining services

Supervising a group of 10 students and allocating tasks to students during the dining hours

Manage inventory of food supplies and kitchen stocks on timely basis

Report preparation on student employees performance and evaluation

Manage social media to provide upcoming activities in the dining services.

Marketing Assistant, EDI Global Education, Sydney, Australia Sep 2019 Jan 2021

Inbound Marketing to potential clients using Mail chimp software.

Search Engine Optimization (SEO) to improve visibility and rank the search engine content.

Manage social media platform to promote events and campaigns, measure and monitor engagement rate in the social media

Outbound calls to the potential customers for the marketing promotions

Familiarity with marketing email systems, podcast production, Microsoft CRM, HubSpot

Content writing and podcasts.

Marketing plan development and execution at a local and global level

Social Media asset aggregation and development

Administrative Officer, PROSHORE NEPAL, Kathmandu, Bagmati/Nepal May 2015 March 2017

Provided administration related and logistical support on different projects.

Researched and gathered materials for project specific tasks and activities.

Organized company records oversaw department budgets and maintained inventory of office supplies.

Anticipated the needs for good administration in the company.

Projects

Python Programming Project: Analyzed prediction of heart failure dataset from Kaggle and examining various models like random forest and logistic regression to determine with accuracy whether an individual is likely to develop heart diseases.

Database Management Project: Created an automated library management system with an interactive UI on PostgreSQL and used SQL querying to solve business problems.

Gun Violence Analysis in the United States: Analyzed US crime dataset on Kaggle and conducted numerous analyses using visualizations on Power BI and applied Knime workflow analysis.

Email Database Analysis: Analyzing email database on excel of a hypothetical online shoe retailer called Snappos to understand and identify non potential respondents, best time of the day to send emails, segmentation of the email list.

A/B Testing: Conducted A/B Testing with a dataset on Excel to assess the impact of a marketing tactic on an online retailers e-commerce metrics.

Website designing: Developed a personal branding website to apply conversion-centered design principles and mobile first guidelines.

Titanic data predictive analysis: Analyzed a Titanic dataset from Kaggle using Tableau to generate dashboards and storylines, developed hypotheses using visualizations, and used descriptive analysis to solve problems.