SRADDHA PATEL

Greater New York City Area, NY │ (908) 392-3051 │ sraddhapatel26@gmail.com
(U.S. Permanent Resident)

SKILLS AND INTERESTS

Technical: Proficient in Programming Languages (C, C++, UNIX, Java, SQL, Visual C, HTML5, CSS3), Data Analytics & Visualization Tool (SPSS, SAS, R, Tableau) Microsoft Excel, Photoshop, Social Listening Tools (Netbase), Audience Insight Tools (Helixa)

Languages: English, Hindi, and Gujarat

Interests: Adventure Sports, Road Trips, Dance, Creative Problem Solving

PROFESSIONAL EXPERIENCE

TBWA\Chiat\Day   **Los Angeles, CA**
Data & Analytics Intern   *June 2019 – September 2019*
- Utilize various social intelligence tools and complex datasets to monitor brand's online presence and uncover insight in order to generate client facing reports
- Create insightful narratives using consumer data and competitive audits in order to inform strategy and creative briefs, which helped drive creative solutions to meet client's marketing goals
- Assist strategists in evaluating a brand's ecosystem and behaviors to help the agency secure new business
- *Clients: ESRI, Robinhood, QuickBooks, Google Cloud, Blue Diamond, University of Phoenix*

Office of Institutional Research & Assessment (OIRA)   **Binghamton, NY**
Student Assistant – Data Analyst at Binghamton University   *May 2018 – May 2019*
- Facilitate relevant statistics and reports using Excel by analyzing institutional data pertaining to OIRA leadership and assessment of university's performance
- Summarize and visualize findings through Excel by performing supervised research on trends in institutional data to benefit the university to track overall school progress and determine ways to excel at it
- Assist OIRA with academic-related data, reports, graphs and tables for formal presentations by working collaboratively and assisting the OIRA staff with necessary and adequate information

CVS/Pharmacy   **Hillsborough, NJ | Binghamton, NY**
Pharmacy Technician   *December 2016 – May 2018*
- Provided customer health services by performing various tasks at different workstations, utilizing team-work and coordination skills to drastically improved store results and performance
- Oversaw medical claims and customer sensitive situations by listening and understanding consumer voices and offering optimal solutions that helped achieved a higher level of customer satisfaction

TEAM PROJECT EXPERIENCE

Data Driven Marketing 'Gym Survey'   *January 2019 – May 2019*
- Recognize profitable and approachable consumer segments identified through geographic, demographic and psychographic attributes using factor and cluster analysis using data analytical software like SPSS
- Understand the target consumer market and present a valid proposition for specific gym services by interpreting collected data obtained through designed survey questionnaire in order to design a successful business model

Optimizing Customer Strategy 'Bank Services'   *August 2018 – December 2018*
- Study bank's current consumer responses using regression models obtained through SPSS in order to efficiently improvise savings and credit card services by more than 80 and 100% respectively
- Optimize bank's current marketing offerings at individual customer level using Excel which will dynamically adapt to consumer needs resulting into cost efficient customer services with increase customer responses

EDUCATION AND HONORS

Binghamton University, State University of New York, School of Management   **Binghamton, NY**
Master of Business Administration, Concentrations in Business Analytics and Marketing   *Class of 2019*
Ranked in top 5% of Class of 2019

Dharmsinh Desai University (DDU)   **Nadiad, India**
Bachelor of Technology in Information Technology, Concentration in Computer Science   *Class of 2016*
Ranked in top 10 in Class of 2016
Clubs: Member of Society for Advancement in Technology, Computer Society of India (CSI)