

Martand Dev

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Entry Level Marketing Analyst | Analytical and detail oriented | Ready to transform e-commerce businesses

EDUCATION

Master of Science in Business Intelligence and Analytics

GPA:3.63/4.00

Stevens Institute of Technology | Hoboken, United States

Sep 2021 - May 2023

Relevant Courses: Advanced Data Analytics & Machine Learning, Applied Analytics, Web Mining, Optimization & Process Analytics, Big Data Technologies, Management of AI Technologies, Social Network Analysis, Multivariate Data Analysis

Bachelor of Engineering in Information Technology

GPA:7.44/10.00

University of Mumbai | Mumbai, India

Aug 2014 - May 2018

Relevant Courses: Data Mining & Business Intelligence, Cloud Computing, Advanced Database Management Systems

SKILLS

Languages HTML- CSS, JavaScript, Python, SQL, Liquid

Tools E-commerce platforms, MS- Excel, WordPress, Facebook Business Suite, Meta Pixel, Tableau, MySQL, Canva

Data skills Business Intelligence, Marketing strategy, Social Media Marketing, Data Visualization, Data Analysis, A/B Testing, Statistical Analysis, Data modelling, Problem Solving, Statistics, Content Management, Keyword based Search Engine Optimization, Google AdWords, Market Research, Google Analytics,

Certifications Canva 50 designs completed, Machine Learning with Python Authorized by IBM

WORK EXPERIENCE

Software Quality Assurance Analyst (Technologies Used: MS-Excel, Redmine)

Zeus Learning Pvt Ltd. | Mumbai, India

Jun 2018 - Jan 2019

- Integrated a comprehensive testing process by writing detailed test cases based on client requirements leading to process improvement, resulting in a **5%** reduction in software defects determined during development
- Analysed and tracked issues, in teams of 3-4 with design and development members to achieve mutually agreeable solutions, leading to a **15%** decrease in average issue resolution time
- Ensured high software quality by participating in data transformation and data quality checks, resulting in a **25%** decrease in post-release defects reported by users

ACADEMIC PROJECTS

Shopify E-commerce Onboarding | Shopify, Meta Pixel, Facebook Business Suite

Aug 2022

- Designed and maintained a Shopify webstore for a small business, ensuring that all products are displayed correctly, and the site is updated regularly with new catalog and content.
- Customized e-commerce platform, integrated customer loyalty programs and third-party shipping software
- Competently handled aspects of website development from designing front end with custom liquid code updates, curating landing pages and reimagining the inventory to ensure positive customer support experience.
- Created and managed PPC campaigns to drive returns for the business.
- Setup actionable marketing campaigns by using data-driven analytical products and SEO to make strategic decisions to drive up revenue by 15% for the business.
- Coordinated A/B tests to select the best elements of landing page for better conversion rates.
- Crafted SEO optimized content to attract organic traffic and higher search engine ranking up by 50%.

E-commerce EDA & RFM Analysis | Python, Seaborn

Jan 2023

- Utilized python to analyse UK store's dataset, implementing RFM analysis, uncovering patterns by tracking buyer behaviour clusters resulting in an increased sales conversion rate by **15%**
- Performed data cleaning and EDA to evaluate stores viability in EU region, resulting in **20%** boosted customer loyalty, **10%** sales growth via personalized offers
- Created RFM model to prioritize valuable customers for efficient resource allocation

Sales Insights Analysis Project | SQL, Tableau

Mar 2022

- Extracted sales data from .sql files by data capture mechanisms and carried out SQL analysis to uncover actionable insights
- Visualized data in Tableau to reveal previously hidden insights and formulated KPI's to enable sales team to take better decisions and prove **10%** cost savings of total spend
- Saved **20%** of analysts business time so it could be reinvested in non-business activities

EXTRACURRICULAR ACTIVITIES

- Received opportunity to judge Intercollege Project competition "Techsparks" for FCRIT, Mumbai
- Participated in Wolters Kluwer data solve challenge to classify legal regulations in different themes leveraging **NLP** models

PUBLICATION

Automatic Text Summarizer (International Journal for Computer Engineering and Applications, May 2018)

