

Bhoomi Shah

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Education

California State University, Long Beach

M.S. in Marketing Analytics

Graduation Date: Aug. 2024

GPA : 4.00

Relevant Courses: Marketing Analytics, Marketing Research, Social Media Marketing, Marketing Management

Welingkar Institute of Management, Mumbai

P.G.D.M in Marketing

Graduation Date: May. 2020

Relevant Courses: Marketing Strategies, Product and Brand Management, Consumer Behavior, Digital Marketing

Experience

EMA Partners., Mumbai - Consultant

Dec. 2021 - Jan. 2023

- Optimized the executive search process using SQL, achieving an **8% increase in placement success** by integrating data such as industry type, salary ranges, and years of experience.
- Led market research initiatives in tech and OTT sectors through both **quantitative and qualitative** methods, identifying key funding trends and industry needs that drove strategic business initiatives.
- Enhanced content and email marketing strategies, producing engaging materials for LinkedIn, newsletters, and the company website. Successfully implemented segmented email campaigns that resulted in a **15% increase in newsletter open rates** and a **12% uplift in website engagement**, significantly boosting customer interactions.

Personnel Search Services, Mumbai - Consultant

Jun. 2020 - Nov. 2021

- Conducted **market research** across various tech sectors including gaming, e-commerce, SaaS, D2C, and logistics, which supported strategic business initiatives and enhanced client acquisition efforts.
- Developed and delivered impactful **marketing presentations using Canva and Adobe Suite** to effectively communicate client successes and hiring needs during key stakeholder meetings.

Personnel Search Services, Mumbai - Business Development Intern

May 2019 - Jul. 2019

- Conducted thorough research on new consumer tech companies and developed effective strategies to acquire them as potential clients, resulting in a **20% success rate** within just two months.

Projects

[📊 Data Visualization and Dashboard](#)

May 2024

Developed **Tableau dashboards** to enhance marketing strategies and data-driven decision-making. Key projects include optimizing website engagement through performance analysis, refining social media tactics with content and engagement metrics, and analyzing sales trends to drive targeted marketing campaigns and business growth.

[🔗 Leetcode - Top SQL Questions](#)

Apr 2024

Contributed SQL solutions for **LeetCode challenges**. This includes solving a variety of problems such as filtering data, aggregating results, and complex joins to derive meaningful insights from datasets.

[🔗 Smart Watches - Pricing Prediction](#)

Nov 2023

Performing **Multivariate Regression Analysis** on smartwatch pricing, integrating various features such as display size, resolution, and connectivity to unveil their collective influence on pricing strategies within the technology market. Steps involved are Data Cleaning, Exploratory Data Analysis, Pre-processing & Building a Multivariate regression model

[🔗 MindBook - Purchasing Behavior](#)

Nov 2023

Conducted **logistic regression** on MindBook's customer data to evaluate factors influencing purchase decisions for a new book title. Found that amount previously purchased, last purchase time, and specific book categories significantly affect purchasing likelihood. **Recommended targeted mailing** strategy to enhance campaign profitability, yielding a significantly higher profit compared to random mailing

[Disney plus - Customer Satisfaction](#)

Oct 2023

Led a comprehensive evaluation of Disney Plus customer satisfaction, orchestrating non-probability sampling that amassed 200+ diverse responses. Skillfully crafted surveys captured crucial parameters, and data analysis with IBM SPSS refined a dataset ensuring 98% accuracy. Delivered a detailed report and compelling presentations, **highlighting actionable insights** for strategic improvements.

Skills

Technologies & Frameworks: Python (numpy, pandas, matplotlib), IBM SPSS, SQL (SQL Server, MySQL), Tableau

Tools: HubSpot, Microsoft Office, Social Media Marketing (LinkedIn, Instagram, Facebook), Lucid Charts, Qualtrics, Canva

Certifications: [Google Ads Search](#), [Google Ads Measurement](#), [Advance SQL for Marketing](#), [Salesforce Essentials](#)