

# PRATHAMESH SHINDE

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## Summary

Five years of experience into data analysis, marketing analytics and web analytics with deep rooted interests in business & marketing intelligence. As a digital marketing and analytics professional, I have worked within various sectors like eCommerce, renewables, healthcare, sports, pharmacy, food processing, travel and tourism, events, and restaurants.

## Skillset

### Tools & Software:

Tableau, Power BI, Salesforce, Google Data Studio, Google Analytics, Google Ads/AdWords, Adobe Analytics, Google Tag Manager, CMS, Wordpress, SPSS, Advanced Spreadsheet Modelling, Adobe Creative Cloud (Photoshop, Illustrator, Premier Pro), Sony Vegas, Google Web Designer.

### Coding Languages:

Python, R, SQL, SAS, HTML, CSS

### Certifications:

Udacity – Digital Marketing, Udacity- Programming for Data Science with Python, Google Analytics, Google Ads

## Education

**M.S., Management Science** May 2020  
*The University of Texas at Dallas*  
GPA 3.212

**M.A., Communication** April 2015  
*University of Mumbai, K.C. College*

**B.M.M., Advertising** April 2013  
*University of Mumbai, V.G. Vaze College*

## Academic Projects

- A study of an ecommerce website through Adobe Analytics.  
**February 2019 – April 2019**
  - Created KPIs that are in-sync with the business objectives and along with the Revenue- Waterfall analysis for the same.
- Analysis of Scanner Panel data for Spaghetti Sauce (SAS, Tableau).  
**February 2019 – April 2019**
  - Performed descriptive analytics to establish the current standing of the brand, built hypotheses about sales, built the heteroskedasticity free models to predict sales and provide business insights.
- A Study of the 'Accessibility, Usability and Interactivity of Indian Bank Websites. (SPSS)  
**January 2015 – April 2015**
  - An in-depth study of 47 Indian Bank websites with reference to W3C Guidelines and using SPSS as a tool.

## Professional Experience

- **GreenBrilliance Solar** August 2021 – Present  
**Digital Analytics Specialist**
  - Jump started the paid online strategy within the organization including SEM ads, paid social and third party lead generation platforms. Primary results show up to 5% increase in leads within 30 days.
  - Creating dashboards using Data Studio that can identify the most important KPIs that affect the revenue to be monitored by senior management and stakeholders.
- **Trusted Medical** June 2020 – July 2021  
**Digital Analytics Specialist**
  - Created dashboards on Power BI which tracked the online patterns of medical conditions, search keywords, traffic behaviour of prospective patients. This resulted in aggressive optimization of marketing campaigns resulting in a direct reduction of ad spend by 40-67% for each location.
  - Managed day-to-day maintenance of SEM, paid social and third party online advertising for 8 locations within Texas, optimizing the geographical and demographic targeting that increased the patient footfall by up to 17%.
  - Created a correlational dashboard that included daily patient volume and marketing campaign performance metrics to be supervised by the leadership and investors.
- **Marketing Analytics Intern** January 2020 – May 2020
  - Executed analysis of patient data using analytical tools such as SQL/SAS to segment the patients in different target groups and accordingly adjust the marketing campaign messages that suit smaller but specific populations resulting in an increase of 13% in the CTR (click-through rate).
- **Dakota Provisions** May 2019 – January 2020  
**Digital Analytics Intern**
  - Implemented Adobe Analytics for the B2C website including setting up of reporting suits (global report suite) and variables (sProp and eVar).
  - Identified relevant KPIs and optimized website resources through SEO and analytics over time that lead to a bounce rate reduction of 3%.
  - Created dashboards that combined adobe analytics data with B2B sales to provide uniform reporting.
- **Gouache N Brush Design Studio** June 2017 – February 2018  
**eCommerce and Digital Marketing Specialist**
  - Increased the client's digital reach by 26% using Social Media Marketing, Search Engine Optimization (SEO) and Search Engine Marketing (SEM).
  - Improved the Click Through Rate (CTR) of client's advertising by campaign optimization with use of animated display network advertisements translating into a revenue increase of 17% for Gouache N Brush Design Studio.
- **Mystic Herbs Private Limited (Vedaan)** June 2016 – April 2017  
**Senior Digital Marketing Executive**
  - Increased the footfall on brand's sister concern Illume Organic Salon by over 23% and audience on the other sister concern 'Run To Breathe' marathon website by over 55%
  - Optimized the CTR of the advertising campaigns and reduced the Cost Per Click (CPC) by up to 50%.
- **Wickedleak Inc** May 2015 – March 2016  
**Digital Marketing and eCommerce Executive**
  - Undertook Keyword Research from different geographical locations in India and identified patterns that correlated with purchase behaviour.
  - Created A/B Testing models for language, color, imagery that increased the CTR on ads by 23.4% resulting in the CPC being lowered by 11%.

## Social Work & Non Profit Work Experience

Ayansh Foundation (Educating Juveniles in Western India) as *Cofounder*  
August 2016 – Present