**HARIPRIYA VEMULAPATI**

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SUMMARY

Analytics professional with 2 years of extensive experience leveraging data insights to achieve

competitive advantage at a fintech startup. I have a diverse and unique skillset due to my formal

education in compute

r science, economics and marketing, as well as business analytics. I am

passionate about transforming numbers into stories and achieve business value. I am looking for a job

that can help me bridge the gap between technical and functional aspects of a firm

.

**EXPERIENCE**

**Quickcredit, Hyderabad**

-

Marketing Associate (Analytics)

August 2016

-

August 2018

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Conduct data

-

driven analysis to gain actionable insights and answer critical business questions

(

acquisition, retention, LTV, etc.) for key

stakeholders

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Build dashboards to monitor and track KPIs

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Inform marketing strategy by thinking beyond immediate analysis to understand long

-

term

implications of actions

•

Analyze and summarize A/B tests for the marketing team. Communicate the results to multi

ple

audience and describe the impact

**INTERNSHIPS**

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**NMDC, INDIA**

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*Front*

*-*

*end developer*

JANUARY 2016

-

JUNE 2016

As a part of a 3

-

person team, the project deliverable was an upgraded website for the public sector firm.

Large datasets were migrate

d to create a centralized data storage system and website was designed to

be more interactive and functional.

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**GRAYLOGIC TECHNOLOGIES, INDIA**

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*Marketing Intern*

MAY 2013

-

JULY 2013

As a part of 2

-

member team, managed the social media

content for the client, creating daily reports for the

KPI’s.

Created a marketing collateral for the client that enlists all products and services.

**EDUCATION**

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**NORTHEASTERN UNIVERSITY, Boston**

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*MSc Business Analytics*

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raduation date:

September

,2021

Key Areas of study: Data Mining, Data analysis and visualization, Database Management, Product

Development and Marketing Analytics

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**De Montfort University, Leicester**

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*MSc Business Economics and Marketing*



