

## Gowrishankar Muralidaran

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### EDUCATION

<b>New England College, Boston, Massachusetts</b> Master of Science in Data Analytics and Business Statistics	<b>Aug 2017 – Sept 2018</b> <b>GPA: 3.86/4.0</b>
<b>Hult International Business School, Boston, Massachusetts</b> Master of Science in International Business Global Rotation Program – Completed 2017 Spring Semester in Dubai Campus	<b>Sept 2016 – Aug 2017</b> <b>GPA: 3.75/4.0</b>
<b>SRM University, Chennai, Tamilnadu, India</b> Bachelor of Technology in Computer Science and Engineering	<b>July 2010 – May 2014</b> <b>GPA: 7.8/10</b>

### TOOLS AND SKILLSET

- **Technical Skills:** SQL, SAS, Microsoft Excel, Microsoft Access, Tableau, Power BI, Python, Google Analytics
- **Expertise areas:** Data Analytics, Database Management, Data Visualization, Data Mining, Business Intelligence, Digital Marketing, Marketing Analytics
- **Certifications:** Google Analytics, Google Tag Manager, Data Camp SQL, Linked Programming certification

### EXPERIENCE

<b>Staples, Framingham, Massachusetts</b> <b>Data Analyst</b> <ul style="list-style-type: none"><li>• Conduct ad-hoc analysis and suggest key findings that can be used in subsequent marketing campaigns and strategies using advanced SQL</li><li>• Developed reports using Tableau to help evaluate the performance of marketing channels through customer engagement measurement analysis</li><li>• Maintain and execute marketing campaigns using SAS-MA</li><li>• Implement necessary test and holdout splits to ensure accurate and readable campaign results for post-campaign analysis using SAS-CI</li><li>• Manage all ongoing reporting and scorecards – including campaign reporting pipeline and resource availability, monitor status, and ensure timely and accurate delivery of campaign reports</li><li>• Plan and execute Marketing Circulation Strategy and Campaign Analytics for Direct Mail, Email and Store targeted campaigns - including documenting requests, executing the analysis with recommendations, implementing quality control measures, articulating insights from the campaigns and communicate those insights with marketing partners to influence future marketing campaigns</li><li>• Work closely with internal and external business partners to streamline the campaign execution process and bring data perspective to internal strategy meetings</li></ul>	<b>September 2018 – Present</b>
<b>Braun Weiss, Wellesley, Massachusetts</b> <b>Data Analytics Co-op</b> <ul style="list-style-type: none"><li>• Analyzed complex data and created reports, dashboards and visualizations using a Power BI, Excel and MS SQL</li><li>• Utilized Data analysis and visualization tools (Tableau, Power BI, Excel) to deliver actionable insights for business development</li><li>• Leveraged advanced MS Excel skills to provide analytics on Donor Managements campaigns and their internal website metrics; performed weekly reporting of the internal and Local non-profit organizations website using Google Analytics</li></ul>	<b>January 2018 – April 2018</b>
<b>O3M Directional Marketing (Google Partner), India</b> <b>Digital Data Analyst</b> <ul style="list-style-type: none"><li>• Used Python, SQL, Excel Pivots and data science tools to monitor and analyze the customer usage results</li><li>• Assisted in the execution and evaluation of optimization activities, including but not limited to keyword development expansion, ad creation, lead generation and landing page optimization</li><li>• Built custom analytics dashboard and designed user interfaces to enable analysts to create KPIs and reports easily using Tableau</li></ul>	<b>February 2015 – September 2016</b>
<b>Key Difference, India</b> <b>Digital Data Analyst</b> <ul style="list-style-type: none"><li>• Performed search engine optimization (SEO) which involved WordPress website creation including on-page and off page optimization and blog creation for regional clients and in-house projects</li><li>• Tracked search engine traffic, bounce rate, conversion rate, inbound links and other marketing metric to monitor websites and analyze a huge amount of data at both the aggregate and individual page level through Advanced Google Analytics</li></ul>	<b>June 2014 – January 2015</b>