

Vamshi Vatti

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Summary

A dedicated and passionate professional with a strong educational background, specializing in Digital Marketing, and holding a recently earned **MSc in Business Analytics and Consultancy** from the University of Hertfordshire. I am highly enthusiastic about Data Analysis, Digital Marketing, and leveraging data-driven insights to drive business success. My objective is to secure a **Data Analyst / Business Analyst role** where I can synergize my expertise in digital marketing, extensive experience as a Contract Market Research Data Analyst, and the advanced analytical skills acquired during my Masters, contributing to data-informed decision-making, enhancing marketing strategies, and catalysing overall business growth.

Education

- **University of Hertfordshire (UOH) – Hatfield, UK, Oct 2022 – Oct 2023**

MSc in Business Analytics and Consultancy, Distinction-Graduated

- **Bhavan's Vivekananda College of Science, Humanities and Commerce IND, - Mar 2018-July 2021**

Bachelor of Business Administration, GPA: 7.29/10 - First Class - Graduated

Skills

- **Languages:** Python, MySQL, R-programming for statistical analysis and hypothesis testing
 - **Data Analysis:** Data visualization, Data-driven decision-making, Market research, Customer segmentation.
 - **Digital Marketing:** SEO, SEM, SMM, Email Marketing, Conversion tracking, Traffic analysis.
 - **Libraries:** Pandas, Beautiful Soup, ggplot2, dplyr
 - **Tools:** Google Analytics, Google Tag Manager, MS Excel, MS Access, Power Bi, SEMrush, Ahrefs, Screaming Frog, Answer the public.
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Soft Skills

Good problem-solving and decision-making skills, Adaptability, Ability to spot trends and present actionable insights.

Work Experience

Digital Marketing Executive - Kitek Digital Agency – Jul 2021 - Aug 2022:

Data-Driven Digital Marketing and Web Analytics:

- Conducted data analysis on social media campaigns to optimize content performance and improve engagement by 65%.
- Utilized **MYSQL** database to extract and maintain client information and audience data for the purpose of running highly targeted advertising campaigns.
- Utilized **Google Analytics** and social media analytics to monitor and optimize FB/Pinterest ads for clients, identifying key performance indicators (KPIs) and conversion metrics.

SEO and Market Research:

- Performed keyword research using tools like **SEMrush**, **Google Keyword Planner**, and identified growth opportunities for clients.
- Analysed competitors using **SEMrush** and **Ahrefs** to develop strategies to improve website ranking and beat the competition.

Email Marketing and Customer Segmentation:

- Created and executed email marketing campaigns, managing email lists and analysing campaign performance.
- Conducted research on customer preferences towards OTT platforms, implementing data analytics tools for visualization.

ACADEMIC EXPERIENCE

Graduate Business Analyst Intern-Sep-2022-Sep-2023

- As a part of my MSc program in Business Analytics and Consultancy, I undertook a business project with a focus on optimizing membership pricing and benefits for my client the Society for Storytelling (SFS).
- Conducted **Exploratory Data Analysis (EDA)** to preprocess and clean the datasets.
- Employed data analysis tools such as **linear regression** to identify key factors influencing pricing, benefits, and customer satisfaction.
- Utilized design thinking methodologies for ideating and prototyping enhanced membership benefits.
- Administered surveys and **statistical tests** using **R-programming** to gauge the impact of implemented changes.
- The user-centric approach was aimed at enhancing the financial position of SFS and delivering greater value to its members.

Projects

Customer Preference Towards OTT Platforms

- Conducted data analysis and research on customer preferences towards Over-the-Top platforms, comparing pre- and post-pandemic preferences.
- Utilized data analytics tools for visualization and insights.

Web Scraping and Data Processing

- Developed an automated web scraping solution using Python's Selenium WebDriver to extract the cheapest product by comparing product prices from Amazon India and Amazon USA.
- Processed data into pandas' data frames and used numpy in python for easy analysis.

Certifications

- **Google Ads Display Certification** **2022**
- **Google Ads Search Certification** **2022**
- **Email Marketing by HubSpot Academy** **2021**

References

References are available on request.