# Ritam Ritam.371507@2freemail.com

**Education**

TEMPLE UNIVERSITY,Fox School of Business, Philadelphia, PA, USA

***Master of Business Administration (Finance Concentration), GPA 3.74, May, 2017***

Vice-President, Finance, Temple Consulting Club | Fox Graduate Student Association

Fox Management Consulting Projects, January 2016 – December 2016

* ***Marketing and Outbound Communication Strategic Plan -*** Co-developed a marketing plan – positioning, pricing and inbound and outbound communication strategies for Philadelphia based non-profit, start-up market research company – Temple Institute of Survey Research
* ***Market Entry Model -*** Identified the appropriate business model, go-to-market strategies, channel partners, competitive landscape, financial models etc. for a UK-based online insurance brokerage company for their market entry into the US.
* ***Digital Marketing Campaign -*** Designed a digital paid search, SEO and social media marketing campaign for a PA based human capital analytics-tool developer, using Google Analytics, Google AdWords, organic search keywords etc; redesigned client website based on user testing feedback and developed other content marketing strategies.

UNIVERSITY OF MUMBAI, Ramrao Adik Institute of Technology, Mumbai, India

***Bachelor of Engineering, Instrumentation Engineering, Awarded May 2012***

**Experience**

**MBA/MS Analytics Intern, Fox School of Business** June 2016 – May 2017

TEMPLE UNIVERSITY, Philadelphia, PA

* Analyzed 45,000+ applicant admissions records and 50,000+ historical student satisfaction survey records for MBA and specialized Master’s programs, with extensive use of Qualtrics, Excel, MS Access, Power BI, Tableau and Raw Density Graphics; presented findings and recommended strategies to increase the admissions efficiency and student satisfaction
* Interpreted Human Capital Analytics survey data and created Power BI dashboards for Philadelphia Society of People & Strategy to visualize KPIs related to the use of technology in HR in the region

**Investment Research Associate Intern,** September 2016 – December 2016

SPOUTING ROCK ASSET MANAGEMENT, Bryn Mawr, PA

*Privately owned, small cap, asset management firm with expertise in alternative investments*

* Conducted due diligence on investment strategies, portfolio holdings and past performance of 200+ mutual funds in the liquid alternative category (equity long/short, global macro, fixed income etc.); recommended portfolio investments.

**Marketing Associate** February 2014 – June 2015

AJMAL PERFUMES, Dubai, UAE

*Global luxury manufacturer and distributor of specialty perfumes*

* Explored CRM data to identify key customer market segments; created new strategies and increased customer retention by 20% YOY. Developed excel models to calculate customer lifetime value
* Conducted competitor analysis research, created dashboard for strategic decision making, co-developed social media campaigns that increased follower base by 400%; designed MS Excel market access models and budget projections for new product lines and developed business models to align international consumer and buyer behavior

**Systems Engineer** May 2013 – February 2014

INFOSYS LTD, Chennai, India - *Global IT solutions firm*

* Maintained relational databases; RDBMS (SQL, PL/SQL) Oracle and PeopleSoft HRMS and Finance modules. Responsible for Toyota project software maintenance and quality assurance

**Operations Associate** June 2012 – April 2013

AMRA RENAL CARE LIMITED,Mumbai, India, *a specialized healthcare service provider*

* Conducted financial analyses & feasibility studies for projects worth up to $500,000; coordinated procurement activities and supplier negotiations. Created productivity reports, physician engagement plans, and new patient capture strategies.

**Additional:** PowerBi, Tableau, Microsoft Access, Google Analytics, Google AdWords, C++, JAVA

SQL, People Soft, | Fluent in Hindi, Bengali, Marathi