

Name: Aman Luke
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Mobile No: (803)-705-0087
Location: USA

Objective:

As a Data Analyst, I am seeking a challenging role where I can apply my analytical skills and data-driven approach to provide valuable insights and improve business processes.

Education:

- Master of Science in Data Science, Trine University (graduating Dec 2024)
- Bachelor of Technology in Computer Science, Gyan Ganga College of Technology, Rajiv Gandhi Proudhyogiki Vishwavidyalaya (2017-2021) – 7.47 CGPA
- Senior Secondary Examination, K.V.C.O.D, Jabalpur, Central Board of Secondary Education (2015) – 63.8%
- Secondary Examination, K.V.C.O.D, Jabalpur, Central Board of Secondary Education (2013)- 7.6 CGPA

Skills:

Languages: Python

Web Technologies: HTML, CSS

Data Analysis: MYSQL, MATPLOLIB, NUMPY, PANDAS

Digital Marketing: SEO, SEM, SMM, Google Analytics, Google AdWords

Tools: MS Excel, WordPress, Shopify, Canva, Premier Pro

Projects:

Sales Analysis using Python

- Analyzed sales data of a retail store using Python and Pandas library to gain insights into the store's performance.
- Used various data visualization tools like Matplotlib to represent the data in graphical form.
- The analysis helped in identifying the products with the highest sales and the most profitable months.

Social Media Analysis

- Analyzed the social media presence of a leading cosmetic brand and its competitors.
- Used SEO and SEM techniques to identify the keywords and phrases used by the target audience.
- The analysis helped in creating a social media strategy for the brand and increased their engagement rate by 30%.

Email Marketing Campaign

- Created and executed an email marketing campaign for a non-profit organization using Mailchimp.
- The campaign resulted in a 25% increase in donations compared to the previous year.

Work Experience:

Data Analyst and Marketing Manager, Solid Gold Aiken (May'22 – Sep'22)

- Analyzed customer data to improve marketing strategies and increase customer retention rate.
- Developed and executed digital marketing campaigns using Google AdWords and Facebook Ads.
- The campaigns resulted in a 40% increase in website traffic and a 25% increase in sales.

Marketing Manager, Prince Of Peace International Non-Profit Organization (Feb'20-April'20)

- Developed and executed marketing strategies for fundraising events.
- Conducted market research to identify potential donors and created targeted campaigns.
- The campaigns resulted in a 30% increase in donations compared to the previous year.

Internship and Project, Data Science (April'19 – June'19)

- Analyzed data of a retail store to identify patterns and trends using Python and Pandas.
- Created visualizations to represent the data and presented the findings to the management.
- The analysis helped in identifying the most profitable products and improving the inventory management process.

Certifications:

- Programming Essentials in C (Cisco Networking Academy)
- Programming Essentials in Python (Cisco Networking Academy)
- Google Certification Digital Marketing
- Google Analytics Beginners

Hobbies:

Playing Musical Instrument - Bass Guitar, Drums

Declaration:

I hereby declare that the information provided above is true to the best of my knowledge and belief.

Date:

Place: USA

Aman Luke