Shivangi Roy

MARKETING ANALYST – Data Visualization, Python, & Agile Methodologies

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SKILLS

- **Programming Languages**: SQL, Python, C — used for data extraction, automation, marketing intelligence.
- **Web Development**: HTML, CSS — applied for structuring campaign pages, optimizing content layout.
- **Marketing Tools**: SEO/SEM, PPC Campaigns, Keyword Bidding, Content & Social Media Marketing.
- **Data & Analytics**: Power BI, Tableau, SQL, Data Cleaning, Dashboard Reporting, visualizing KPIs.
- **Project Platforms**: Agile, SCRUM, MS Suite — to plan, execute, and report marketing strategies.

WORK EXPERIENCE

Software Engineer – Mendix Developer   **August 2021 – October 2023**
Hexaware Technologies Pvt Ltd   *India*

- Engineered Mendix applications by structuring modular workflows and streamlining release cycles, accelerating feature rollout speed by 38% across client-focused software systems using version control, branching, deployment.
- Communicated with business stakeholders to develop an SAP-integrated master data automating vendor, and customer entries; reduced data inaccuracies by 46% while enhancing traceability and validation accuracy.
- Integrated REST, OData, and SOAP interfaces for external data ingestion; standardized communication across APIs and improved data processing latency by 40% across client modules using throttling, and error handling. .

Marketing & Data Analytics Intern   **April 2020 – May 2020**
Align Infotech   *India*

- Collaborated with cross-functional teams to optimize PPC strategy using CTR, CPC, and conversion data; presented actionable insights via performance reports, leading to a 15% increase in ad reach and user engagement.
- Presented A/B testing outcomes and keyword analysis to stakeholders using ROI metrics and visual dashboards; refined Google Ads relevance scores by 18% overall through structured bidding cycles and ad set adjustments.
- Managed Google Shopping feed accuracy through schema optimization and taxonomy validation; enhanced indexing compliance and search visibility score by 27% using merchant center diagnostics, product tagging.

PROJECT EXPERIENCE

Multi-Channel Digital Campaign Strategy   **Google Digital Garage**
Digital Marketing Strategist

- Designed a multi-stage digital campaign structure across SEO, SEM, and email channels for a simulated retail brand; mapped campaign to conversion goals and reduced funnel drop-off by 23% through analytics tracking.
- Orchestrated audience segmentation on behavioral and demographic data from 5,000 user profiles; defined four intent based tiers, enhancing keyword classification and targeting precision by 31% using clustering algorithms.
- Analyzed 200+ keyword combinations using volume, CPC, and CTR thresholds; selected 65 high-intent keywords for campaign alignment, elevating ad quality scores by 28% and strengthening bidding and impression share.

Resilient Operations Forecasting – GreenShield Canada   **Capstone Project**
Data Analyst

- Analyzed Canada Post strike impact using time series methods on 2024 operational data, claims received, call abandonment rate, and agent workload; identified disruption peaks and service delays by day part segments.
- Constructed SARIMA-X models with exogenous variables to forecast digital registration trends; achieved prediction accuracy with RMSE of 2,445 across historical intervals and tested seasonal lag parameters for consistency.
- Validated forecast reliability by extracting insights from model residuals, 95% confidence intervals; tuned smoothing parameters using a 12-month rolling window, which improved model fit accuracy by 21% across test groups.

EDUCATION

Master of Management in Business Data Analytics   January 2024 – April 2025
University of Windsor, Ontario

Bachelor of Engineering, Electrical (E&P)   July 2017 – July 2021
St. Vincent Pallotti College of Engineering and Technology, India

CERTIFICATIONS & AWARDS

- **Mendix Intermediate Developer**
- **Microsoft Azure Fundamentals (AZ-900)**
- **Digital Marketing** – Google Digital Garage
- **Pinnacle Award Winner** – Hexaware Technologies Ltd
- **Rockstar of the Month** – Hexaware Technologies Ltd