NIKHIL RAMESH

Marketing Automation | Data Science

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ABOUT ME

Experienced in marketing automation, email marketing, project management, and data science. Worked on diverse projects including predictive modeling for email open rates, customer journey optimization, and sentiment analysis. Proficient in various data science techniques and tools like Python, Tableau, and RapidMiner, I've held roles at Dell and Epsilon, managing digital campaign delivery, cross-functional collaboration, and automation solutions development.

DATA SCIENCE PROJECTS

DELL TECHNOLOGIES | Kuala Lumpur, Malaysia

Predict Open Rate of Email subject line using NLP and Machine learning:

Developed a predictive model utilizing Machine Learning and Natural Language Processing (NPL) to predict the open rate of email subject lines. Leveraged Dell's internal data and a random forest regression model. This was used in optimizing subject lines.

Next Best Action in Customer Journey using Machine learning:

Designed a model using Machine Learning to identify the most suitable action/path for customer engagement within their journey, drawing from previous interactions. Utilized Dell's internal data and a decision tree model.

Automated Email Creation process using Python programming:

Automated the email creation process in Salesforce Marketing Cloud using Python programming, streamlining the workflow for efficient deployment.

UNIVERSITI SAINS MALAYSIA (THESIS)

Identify Phishing Email using NLP and Machine learning:

Developed a thesis project aimed at crafting a predictive model that employs Machine Learning and Natural Language Processing (NLP) to detect phishing emails. A large dataset of over 210k records was used to train the model. The model achieved an accuracy of 91.85% with Adaboost ensemble with Random Forest base. Thesis paper will be made available as needed. Codes are available in GitHub.

GitHub Project link here

Data Visualization and Study of Unemployment in Malaysia:

Conducted a study and utilized data visualization techniques to analyze unemployment in Malaysia, aiming to implement upskilling initiatives for individuals from lower-income backgrounds to enhance employment prospects. The study involved data from the Malaysian Statistical Institute, exploring several factors influencing unemployment and uncovering the potential cause of unemployment. You can access the Tableau Data Visualization through the link provided below.

Tableau Visualization

Leveraging Social Network Analysis (SNA) for AirAsia's marketing strategy:

Developed Social Network analysis methods to profile influential figures within social networks, leverage user-generated content, and formulating successful strategies. The project used NodeXL on AirAsia's social network data (Twitter), analyzing Centrality degree, Betweenness, Closeness, In-degree, and Out-degree metrics to detect influential figures, their specific influence within the network, and the extent of their influence. Subsequently, this data as used to develop recommendation of marketing strategy for AirAsia's Twitter campaign. The study report will be made available if needed.

Sentiment Analysis about hybrid workplace as the future of work:

Employed Topic modeling and Sentiment analysis techniques in RapidMiner to understand the main topics discussed by public users about their experience and value of working from home and their perception of hybrid workplace. The analysis revealed that 61.8% of sentiment expressed was positive indicating favorable perception of hybrid work. Full report will be made available if needed.

PERSONAL PROJECTS

Machine Learning for High Frequency algo trading

Developed Machine Learning model to predict stock price in live action for high frequency trading in the India stock market. Used python programming for APIs, stock information and order placements. The program achieved an accuracy of 99% and requiring 40 milliseconds to execute orders. Part of the program is available in GitHub (excluding the strategy).

GitHub Project link here

Neural network (LSTM) for stock price forecasting

Developed LSTM neural network model for forecasting stock price for the 7 days achieving an accuracy. Used python programming for build the model. Historical stock price available publicly with stock exchange was used. Code are accessible on GitHub.

GitHub Project link here

DATA SCIENCE KNOWLEDGE

- Linear regression
- SVM
- KNN
- Clustering
- Decision tree
- Random forest
- Ensemble
- Logistic regression
- Natural Language processing
- Principal component analysis
- Factor analysis
- Discriminant analysis
- Neural network
- Quantitative analytics
- Data Storytelling
- Sentiment Analysis

DATA SCIENCE TOOLS

- Python
- IBM SPSS
- Tableau
- Tableau Prep
- Power BI
- Google Analytics
- Rapid Miner
- NodeXL

INDUSTRY KNOWLEDGE

- Marketing Automation
- Email Marketing
- Project management
- Social media marketing
- Search Engine Marketing
- Marketing Analytics
- Social and Web Analytics

CERTIFICATIONS

Professional Scrum Master I
Scrum.org certified –
Verification code – 590683

Adobe campaign Business Practitioner
Adobe Certified –
Verification code: Y0R3RNBCCM44QQGJ

EDUCATION

Master of Business Analytics

Universiti Sains Malaysia
2021

Bachelor of Science (Computers)

University Of Mysore
2009

WORK EXPERIENCE

Customer Journey and Email Manger - APJ   B2B
DELL TECHNOLOGIES | Kuala Lumpur, Malaysia
2019 - Till date (5.5 years)

APJ liaison for the Global team, driving automation strategy towards journey-based approaches. Collaborating across Dell Technologies teams, serving as a subject-matter expert for Salesforce Marketing Automation, educating teams on best practices, and supporting email roadmap activities.
Automation Tool: Salesforce Marketing Cloud, Python
Data Visualization Tool: PowerBI

MarTech Program Manager - APJ & EMEA Consumer and Small Bis
Manage the delivery of digital campaigns, including Email and SMS Marketing. Documentation management, multi-channel campaign building, stakeholder partnerships, IT collaboration for Adobe Campaign goals, and ensuring legal compliance.
Automation Tool: Adobe Campaign, Python
Data Visualization Tool: Tableau, PowerBI

Advisor, Marketing Communications - APJ & EMEA
Document business requirements, coordinate functional needs with Campaign Developers, and manage project planning and tracking. Analyzing campaign performance, defining best practices, documenting processes, overseeing testing and deployments, and preparing performance reports for the Sales and Marketing team.

Automation Tool: Adobe Campaign, Python
Data Visualization Tool: Tableau, PowerBI

Production Analyst - Lead
EPSILON | Bengaluru, India
2016 - 2019 (3 years)

Email Campaing Management and Email Insights
Automation Tool: Agility Harmony
Data Visualization Tool: Tableau

Online Media Executive
MITRAS INTERNATIONAL | Dubai, U.A.E
2012 - 2016 (1 year)

Social Media Campaings, Search Marketing, Email Marketing, Marketing Strategy
Tools: Google Adwords, Google Analytics, Mailchimp, Hootsuit

Team Leader
THEOREM |Mysuru, India
2009 - 2014 (5 years)
Email Campaings and Email Services.