

# Manoj Changaiah Nandakumar

[manojcn1@outlook.com](mailto:manojcn1@outlook.com) | [linkedin.com/in/manojcn1](https://www.linkedin.com/in/manojcn1) | [manojcn.com](http://manojcn.com) | 945-233-6639

## PROFESSIONAL EXPERIENCE

### Yamaha Corporation of America, Dallas

September 2024 - Present

#### Digital Analyst Intern

- Conducted ad hoc data analyses across 8 musical instrument category teams, driving a 12% improvement in targeting accuracy and enabling highly personalized marketing campaigns that significantly boosted audience engagement and conversion rates
- Delivered homepage performance insights for 3 Yamaha web properties using GA4 and Looker Studio, resulting in a 10% decrease in bounce rate and a 10% reduction in exit rate through A/B testing
- Conducted comprehensive analysis of user journeys across desktop & mobile platforms, implementing targeted enhancements that reduced bounce rates by 15% & improved user retention by 10%, leading to a more seamless digital experience
- Captured and translated business requirements into actionable insights for 5 high-impact projects, utilizing flowcharts, user journey mapping, and process documentation to ensure seamless alignment across marketing, sales, and technical teams
- Designed and implemented a HubSpot integration project, leveraging UTM parameters to track and analyze user interactions across social media channels that streamlined campaign tracking and reporting processes

### The University of Texas at Dallas

February 2024 - August 2024

#### Marketing Analyst Intern

- Conducted deep-dive analysis of web and social media data to identify trends and developed comprehensive PowerBI reports to university stakeholders that resulted in a 15% uplift in targeted engagement strategies
- Collaborated with the web development team to enhance user experience, optimize content layouts across 4 websites by conducting A/B testing using Google Analytics and Optimizely, leading to a 25% increase in user engagement
- Strategically designed, launched, and optimized targeted advertising campaigns on Meta & YouTube for undergraduate and graduate programs, driving a remarkable 60% surge in enrollment & orientation attendance through creative strategies

### Byjus Think & Learn, India

#### Senior Web Analyst

August 2021 - August 2022

- Spearheaded the optimization of web analytics dashboards using Power BI, enabling real-time insights into user behavior and driving a 15% increase in student engagement across three major K-12 projects (Social Science, Coding, and Mathematics)
- Collaborated with marketing and IT teams to implement tracking mechanisms using UTM parameters and Google Tag Manager, enhancing campaign performance measurement and data accuracy
- Orchestrated A/B testing of landing pages, driving a 20% increase in lead conversion rates and enhancing user experience

#### Web Analyst

June 2019 - July 2021

- Developed & maintained 10+ interactive dashboards to analyze web metrics, delivering actionable insights across 2 key projects
- Utilized SEOClarity to analyze keyword performance, track search rankings, and identify optimization opportunities, leading to a 10% growth in organic traffic through strategic enhancements in site structure and content alignment

## EDUCATION

### The University of Texas at Dallas, Richardson, Texas

Masters' in Information Technology Management

GPA: 3.5/4.0

December 2024

### R V College of Engineering, Bangalore, Karnataka, India

Bachelor of Engineering in Electrical & Electronics Engineering

GPA: 7.5/10

May 2019

## ACADEMIC PROJECTS

### FreshCart Data-Driven Marketing Analytics

August 2024

- Conducted extensive market research and data analysis to train a Logistic Regression Classifier with 81% accuracy, leading to a data-driven marketing strategy that increased potential profits by INR 214 million by focusing on top engaged users

### Spotify Classification Model, Scikit-learn, XGBoost, TensorFlow;

February 2024

- Developed and implemented a Spotify Mood Classification model using advanced machine learning techniques, achieving classification accuracy of up to 81.50%, effectively categorizing songs into distinct moods such as sad, mellow, upbeat and happy

## SKILLS

### Certifications:

Alteryx, Google Analytics, Google Tag Manager, Hubspot, Google Ads

### Data Analysis Tools:

Looker Studio, Power BI, Tableau, Alteryx, Adobe Analytics, Crazy Egg, SEOClarity

### Digital Advertising Platforms:

Meta, Google, Tiktok, X(Twitter), Youtube

### Languages & Frameworks:

Python, R, SQL, NumPy, Pandas, SciPy, TensorFlow, Keras, Scikit-learn, PyTorch, XGBoost

### Software:

Microsoft Office Suite (Excel, Word, PowerPoint), Google Workspace, Adobe Workfront