

# Rushikesh Umratakar

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🌐 Rushikesh Umratakar



## PROFESSIONAL EXPERIENCE

### Analyst – Digital Marketing

Eco Soul Home

5/2023 – 08/2023 | Noida, India

- Performed web scraping of competitor data using Python.
- Analyzed essential metrics and integrated data into Power BI.
- Assisted in identifying potential influencers for upcoming campaigns.
- Negotiated with Influencer Agency for brand collaborations.
- Managed end-to-end Influencer Marketing Campaigns.

### Finance Intern

C.A. A.S. DAGA

06/2022 - 07/2022 | Nagpur, India

- Preparation and Analysis of Annual financial statements, Bank statements using Excel.
- Compiled and analyzed financial transactions to ensure they match provided detailed records.
- Identified discrepancies in financial statements provided by the company using Excel

### Marketing Intern

Epitome TRC Social Media marketing

05-2022 | WFH

- Creating content for social media, specifically target for LinkedIn.
- Writing content for various product of company.
- Maintain LinkedIn profile of company.
- Brainstorming and implementing new ideas for engagement.
- Collaborate and leading team for marketing campaign.



## PROJECTS

### LIVE PROJECT ON TABLEAU

ITECH CLOUD –

- Created interactive Tableau dashboards for user-friendly data visualization and improved decision-making

### RURAL DEVELOPMENT

- Visiting the assign village for collecting data.
- Research and analysis the scope of improvement based on current situation and data

• **LinkedIn**: - <https://www.linkedin.com/in/rushikesh-umratkar-a732141b0/>

• **BI Portfolio**: - <https://www.mavenanalytics.io/profile/rushikesh-umratkar/86427094>



## EDUCATION

### MBA (Finance and Data Analytics)

Shri Ramdeobaba College of Engineering and Management

2021-2023 | Nagpur

### Bachelor of Business Administration

Vidya Bhavan College of Management.

2017- 2020 | Yavatmal

### Class 12<sup>th</sup>

Maharashtra State Board.

2017 |

### Class 10<sup>th</sup>

Maharashtra State Board.

2015 |



## SKILLS

Advanced MS Excel | Python | SQL | Power BI | Tableau |

PowerPoint | Tally | R studio Teamwork | Money

Management | Patience | Problem-Solving



## CERTIFICATE AND EXTRACURRICULAR ACTIVITIES

- Active Member of BRC (social media team)
- General Secretary (BBA)
- Class Representative (MBA)
- Machine Learning Boot Camp by Intel Student Development Club
- IBM Data Analytics with Excel and R Professional certificate
- Tally ERP 9



## INTEREST

- Reading article
- Cooking
- Traveling



## AWARDS

- Secured first rank in Quiz competition (GYANSAROVAR)
- Secured second rank in SHODH (Paper Presentation Competition)