

JERIN JACOB

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EDUCATION

Master of Science in Data Analytics and Computational Social Science | AUG 2022- DEC 2023 |

University of Massachusetts, Amherst, MA | GPA: 4

Relevant Coursework: Introduction to Data Science, Research Design, Public Opinion in Politics, Research Lab

MBA (Marketing) | MAY 2011 University of Kerala | CGPA: 6.9

Relevant Coursework: Marketing Management, Business Communication, Advertising & Sales Promotion, Brand Management, Financial Management, Organisational Behaviour

Bachelor of Science in Physics | MAR 2008 Mahatma Gandhi University | CCPA: 6.3

PROFESSIONAL EXPERIENCE

Career Ambassador | Data Analytics and Computational Social Science, Amherst, MA SEP 2022- PRESENT |

Manage and promote LinkedIn Page, Curate Handshake content for the biweekly newsletter, Develop and deploy student surveys, Manage the 'Minute Fund' and 'UMass Gives' fundraising efforts for DACSS program at University of Massachusetts, Amherst.

Business Consultant | Freelance MAR 2020- JUL 2022

- Helped the clients to build and execute a marketing strategy for monthly, quarterly, and annual plans to achieve a 35% increase in annual revenue growth.
- Designed and implemented a brand management program for clients to increase brand recognition and brand loyalty.
- Analysis of business data and giving recommendations for better operations.
- Tracked KPIs using business intelligence and analysis tools.
- Strategic Modernisation
- Market Research

Managing Director | Eazyshopy by Cresoul Trading & Logistics Pvt Ltd, INDIA NOV 2014-DEC 2019

- Headed the business development and operations of the startup to achieve more than 80% annual growth in revenue in 4 consecutive years
- Developed the brand identities and created a strong brand consciousness among the target population
- Built and improved the infrastructure and resources for the startup
- Headed the recruitment and HR development
- Identified new market channels and executed the market penetration
- Strategic Consulting, including business plan & sales strategy development.
- Track KPIs using business intelligence and analysis techniques
- Market Research and Analysis

Marketing Specialist | Eastern Hazar, Saudi Arabia *OCT 2012-OCT 2014*

- Developed Marketing materials and updated them at regular intervals
- Managed the social media accounts and communities
- Developed and executed digital marketing campaigns for the company
- Constantly interacted with the shop floor managers and the technical team to make sure the customer gets delighted
- Headed the sales and marketing for the Eastern Province, Saudi Arabia
- Reporting and Data Analysis
- Team Management

Marketing Manager | Sookshmatech Integral Techno Solutions Pvt Ltd, India *MAY 2011-APR 2012*

- Key responsibilities included Ad making, Media Management, Social Media Marketing, Prepare Marketing Collaterals, Market Research, Identifying Target Customers, Sales Presentation & Closing the deal

Assistant Store Manager | PJ Electronics & Home Appliance shop, India *JUN 2008-MAY 2009*

- Assisted in day-to-day operations of the store and actively participated in the merchandising

DOMAIN SKILLS

- **Programming Languages:** R, SQL, Python, HTML & CSS
- **Reporting and Analytical tools:** R, Advanced MS Excel, Tableau
- **Soft Skills:** Communication skills, Adaptability, Attention to detail, Time Management, Negotiation Skill.

RELEVANT PROJECTS

- Study on the effect of embedded marketing in movies of regional language in Kerala, India
- Data Science project for the University of Massachusetts Donahue Institute of Research (UMDI) on the casino operators' data in Massachusetts
- Data Analysis project on the crime data of Massachusetts state: Analysis and Visualization in R
- Research Design project on 'How the gender and race of a professor affects their perceived competency by students
- Analysis of Public Opinion about the climate change
- Data Analytics and Visualization project on global pollution data
- Data Analytics and Visualization project on global terrorism data
- Study on the effect of embedded marketing in movies of regional language in Kerala, India

ACHIEVEMENTS

- Co-chairing as President, Social Data Science Network, University of Massachusetts Amherst | **2022-2023**
- Worked in the organizing team of multiple inter-collegiate events | **2009-2011**
- Chaired as the Joint Secretary, Core Executive Committee for MBA department | **2010-2011**
- Chaired the position of Secretary, KCYM at the parish for one year | **2006 - 2007**