

RAVINA MARILYN BANZE

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PUBLICATIONS

“Crowdfunding: The Story of People,” Project Nile, Banze, R., & Bashir, I. (2020) ISBN- 978-93-5426-611-9
Description: ‘Crowdfunding: The Story of People’ uses a data-driven storytelling approach to capture the impact and potential of crowdfunding in a world governed by inequality. The book takes into account both the micro and macro perspectives of collective giving, social collaboration, and financial inclusion through robust data and in-depth research.

ACADEMIC QUALIFICATIONS

Masters in Data Analytics and Computational Social Sciences (August 2022 - Present)
University of Massachusetts, Amherst

Post Graduate Diploma in Analytics (January 2019 - April 2020)
Majors: Healthcare Analytics & Public Policy Analytics
Mumbai School of Economics and Public Policy

Bachelor of Arts; (June 2013 - June 2016)
Majors: Sociology and Anthropology; Minor: Economics
St.Xavier’s College, Mumbai

WORK EXPERIENCE

Co-founder and CEO, **CrowdHive** (December 2020- December 2022)

- Built CrowdHive, a reward-based crowdfunding platform catering to social impact startups and small businesses
- Overlook strategy, partnerships, research, community building, hiring, and management functions at CrowdHive

Co-founder and CEO, **Project Nile** (December 2020- December 2022)

- Co-founded and built Project Nile, a bootstrapped startup that provides research and crowdfunding consulting to nonprofits and social impact startups
- Conceptualizing and developing curriculum for Project Nile’s crowdfunding fellowship that has trained 200 fellows in nonprofit fundraising
- Advised over 50 NGOs on their volunteering, fundraising, and digital transformation strategies
- Created ProjectNile’s YouTube channel for data-driven content that has registered 100,000+ views
- Lead multi-stakeholder collaborations between local governments, educational institutes, and corporates for various NGO programs
- Supervising research initiatives at Project Nile and training the research team.
- Spearheading primary and secondary research initiatives for clients like Times Group (TSW- The Ed-tech wing) and Global Parli.
- Consulting nonprofits on implementing digital strategies for fundraising, tracking campaign performance, and risk mitigation.
- Automating data collection methods and creating resource depositories for research interns.
- Implementing data-driven storytelling strategies for digital marketing campaigns of clients.
- Interviewing, hiring and onboarding of the tech and research team at Project Nile.
- Developing the company’s strategy for adopting technological resources like AI and Deep Learning.
- Created a comprehensive five-year growth plan for Project Nile, including potential future verticals.

Primary Data Analyst (Consultant), **SEWA**

(March 2021-August 2021)

- Delivering a comprehensive Data Strategy Framework by conducting a need Assessment through qualitative research to understand the data flow and process mechanisms of the organisation.
- Upgrading and redesigning existing digital and mobile tools used for data collection.
- Cleaning, pre-processing, tagging, and categorizing data on a central database to improve machine- and user-readability.
- Performing exploratory and descriptive analysis in combination with robust data visualization.
- Identifying key trends and correlations in the data using tools like R, Stata and Python.
- Deploying machine learning algorithms to perform predictive analytics and insight generation from agriculture data.
- Preparing consumable data analysis report with useful insights in interactive html using D3.js

Analyst, **Ketto**

(November 2019-March 2020)

- Built a spider-network program in order to gain leads through influencer identification using Agent-Based models.
- Conducted Competitor analysis on Social Media Data. Optimized Facebook, YouTube, Instagram content to increase the number of followers and user engagement.
- Worked on optimizing performance of 10 NGOs to increase donations.
- Organized capacity building workshops on brand guidelines for over 80 employees at Ketto

Program Associate, **iVolunteer (Secondment at USL-Diageo)**

(April 2018-March 2019)

- Planned and executed over 50 CSR programs pertaining to women empowerment, road safety, water-sanitation, and environment.
- Piloted USL-Diageo's employee volunteering and employee engagement program pan India resulting in participation of over 1000 employees.
- Performed needs assessment on Indian Government data for CSR investments for the year 2018-2019.
- Created data collection metrics to evaluate and measure impact of CSR activities.
- Supervised School Social Responsibility programs in Mumbai, Delhi, and Goa as part of Diageo's holistic CSR initiative.

Education Content Intern, **Schoolnet India Limited (Formerly IL&FS ETS)**

(August 2017-March 2018)

- Created storyboards of learning units to make age-appropriate educational content.
- Worked on execution of CSR programs for various corporate clients.
- Conducted Market Research on syllabi of different education boards in India.

Travel Writer, **The Land of Wanderlust**

(June 2016-August 2017)

- Travelled across 25 states in India to create marketing collaterals like unique photos, videos and listicles.
- Created Travel itineraries for travelers who wished to explore hidden gems of the country.
- Organized backpacking trips and travel experiences across 12 states of India

LEADERSHIP & MENTORING

Volunteer Manager, **Art Paathshaala**

(September 2018-November 2018)

- Organized a volunteering program with multi-stakeholder participation across 180 government schools, benefitting 10,000+ children by educating them about the environment through the deployment of 600 volunteers

Summer Intern, **Pratham NGO**

(May 2015-June 2015)

- Collected Data from government schools in Maharashtra on administration, teaching staff and operations.
- Drafted proposals and program implementation reports.
- Monitored and documented the pilot summer school program at Pratham schools across the state of Maharashtra.

Summer Intern, **Akanksha NGO**

(April 2014-May 2014)

- Recruited, screened, and conducted preliminary interviews of teachers for 'Akanksha' & 'Teach for India' schools.
- Held various workshops for the workforce of Akanksha.

CERTIFICATIONS

- Graduate certificate program in public policy from The Takshashila Institution, Bengaluru (completed a Policy Brief on Adoption of Electric Vehicles & Hybrid Vehicles in India)
- Completed the certification course held by UNICEF and University of Pennsylvania on Social Norms and Social Changes (part 1 and 2)
- Completed courses on Computational Social Science Methods, Big Data, Artificial Intelligence and Ethics and Social Network Analysis offered by UC Davis and Coursera.
- Diplôme d'études en langue française (DELF) A1 & A2 in 2016