

PAYAL SURANA

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EDUCATION

- Baruch College, City University of New York (CUNY)** | New York, NY | **MS in Information Systems**, GPA: 3.83 **May 2025**
- **Related Courses:** Data Warehousing, Database Mgmt. Systems, Programming Analytics, Project Management, Data Visualization, System Analysis & Design
- Dhruva College of Management** | Hyderabad, India | **Master's in Business Administration (MBA)**, GPA: 3.54 **May 2020**
- **Major:** Marketing; **Minor:** Human Resource Management; **Internships:** Sales, HR, Recruitment

SKILLS

Software: Google Data Analytics, Google Ads, Python, MySQL, MS Access, Power BI, Tableau, Alteryx, Lucid Chart, MS Office Suite (Excel)
Data Analytics: Data Cleaning & Preparation, Exploratory Data Analysis (EDA), Visualization & Dashboarding, KPI Measurement, Segmentation Analysis, A/B Testing, Trend & Correlation Analysis, ETL Processes, and UTM-Based Performance Tracking, GMass
Certification: Google Analytics Certification (Credential ID 139227646)

WORK EXPERIENCE

- Marketing & Data Analyst Intern | Yiddishland California (YAAANA)** | (California, Remote) **Sep 2025 - Present**
- Designed and distributed 8+ newsletters via GMass, refining visuals, links, and timing through Google Analytics to boost response.
 - Analyzed campaign performance of 20+ event newsletters (open rate, click rate, conversions) using Excel and Google Analytics; Conducted segmentation analysis and A/B testing to identify high-engagement audience groups and refine future campaigns.
- Business Analyst Intern | Delta Rising Foundation** | (California, Remote) **Sep 2025 - Present**
- Developed and monitored **15+ Google Ads campaigns**, analyzing keyword performance, CTR, and conversions to refine targeting and improve ROI for initiatives like **AI-MRV Traction** and **Resilience Nursery**.
 - Reviewed **ad performance data** using **Google Tag Manager** and **UTM parameters**, tracking CTR, impressions, and conversions to improve reporting accuracy and campaign insights.
- Research Intern | Cambay Engineering Services, Business Transformation Services** | (Hyderabad, India) **May 2019 - July 2019**
- Conducted a comprehensive study on the "Geospatial Data Business Outlook for the USA and Canada."
 - Analyzed market trends, growth opportunities, and developed a geospatial market database for North America.

ACADEMIC PROJECTS | Baruch College, Zicklin School of Business Jan 2024 - May 2025

Principles of Database Management Systems | The Restaurant Management Database

- Designed a relational database model in MySQL and MS Access, identifying key attributes to structure data efficiently.
- Streamlined manual processes by implementing database relationships, including inheritance, aggregation, and composition using Excel and Lucid Chart.

Data Warehousing and Analytics | Analysis of NYC's 311 Open Data

- Built a data warehouse on Google Cloud & BigQuery using Agile methods to analyze violations, 311 complaints, and trends.
- Designed KPI-driven data models and visualizations using Lucid chart and Tableau to highlight city actions.

Data Visualization | The Impact of Screen Time on Adolescents and Adults

- Analyzed 2 Kaggle datasets with Python and Tableau to study the impact of screen time on sleep, grades, and health.
- Processed data, created visuals, and ran correlation analysis to reveal behavioral and academic trends.

LEADERSHIP & EXTRA-CURRICULAR

- HackDavis Hackathon | University of California, Davis | Judge** **Apr 2025**
- Judged around 10 impactful student projects focused on themes like social good, mental health, sustainability.
- Hack Harvard Hackathon | Harvard University, Cambridge, MA | Judge** **Sept 2024**
- Evaluated 20 participants' projects with a focus on innovation, technical depth, scalability, and presentation.
- Hyderabad Kanya Mandal (Jain Religious Organization) | Hyderabad, India | President** **Jun 2017 – Jun 2021**
- Led a 150+ member team to organize community campaigns, social work drives, workshops and religious festivals for 4 years.
 - Participated in leading cleanliness drives under the Clean India Campaign, recognized by the **Limca Book of Records**.