Aaryan Shukla

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WORK EXPERIENCE

Marketing Analyst Mar 2023 - Apr 2026

University of Cincinnati Online *Cincinnati, OH*

- Built a Looker Studio dashboard using GA4, Search Console and SEMrush to replace manual Excel reporting; leadership reported about 40% less reporting time.
- Analyzed traffic and conversion across 100-125 program pages, contributing to 15% year-over-year organic traffic growth and 6% organic conversion growth.
- Standardized KPI definitions and reporting views for a 120+ person department, with reporting requests tracked in Asana by owner and deadline.
- Owned the SEO audit process during a team reorganization, helping marketing managers identify issues and prioritize improvements to program pages.

Founder & CEO Apr 2018 - Aug 2023

MyStory Public Relations (Part-time, Self-employed) *India*

- Ran a PR and growth agency serving 20+ clients, handling discovery calls, strategy presentations, delivery coordination and performance reviews.
- Created a Klaviyo and Zapier outreach workflow generating 15-20 qualified leads per month at 10-12% response rates.
- Turned custom services into fixed packages, cutting proposal time about 30% and lifting discovery-call close rates to 30-40%.

EDUCATION

University of Cincinnati, Carl H. Lindner College of Business Cincinnati, OH

Bachelor of Science, Business Analytics *Aug 2022 - Apr 2026*

- GPA 3.4/4.0, Dean's List Recipient

PROJECTS

Customer Retention and AI Feedback (Personal Project) Sep 2026

- Reviewed OpenAI API feedback classifications against reference labels, checked structured outputs and flagged uncertain cases for review.
- Analyzed sample purchase data with AI-assisted SQL, DuckDB and Python, checking duplicates and joins before comparing customer retention across cohorts.
- Prepared a two-page Power BI report showing retention trends and feedback themes, with clear measures to support the project's recommendations.
- Recommended better promotion tracking before changing discounts, since the available data could not separate offer effects from shifts in customer mix.

AMA International Collegiate Case Competition, University of Cincinnati Aug 2025 - Mar 2026

- Contributed strategy and KPI planning using the UC team's research from 10 interviews and four surveys with 150 total Gen Z respondents.
- Defined measures for a proposed 18-month MLB engagement strategy on a $2M case budget; the UC team placed third among 110 universities.

CERTIFICATIONS

- IBM AI Product Manager Professional Certificate, Coursera
- Google Data Analytics Professional Certificate, Coursera

SKILLS

- **Portfolio Data:** SQL, Python (pandas), DuckDB, Power BI; data validation, cohort analysis, experiment design
- **Reporting:** Looker Studio, GA4, Search Console, SEMrush, Excel (Power Query, PivotTables), KPI reporting
- **AI & Automation:** AI workflow automation, agent workflows, prompt engineering, structured outputs, AI output evaluation, Zapier
- **Research & Operations:** customer segmentation, survey analysis, competitor analysis, Asana, Klaviyo, process documentation