Neeva Tuladhar *(she/her)*

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EXPERIENCE

Schneider Electric **Boston, MA**
Marketing Analyst Intern, Digital Energy *June 2025 - May 2026*

- ★ Analyzed web performance metrics (click-through rates, bounce rates, key events) using GA4 and ContentSquare, identifying data gaps and content placement opportunities to inform the team's quarterly web marketing strategy.
- ★ Built and implemented UTM tracking structures across marketing campaigns for clean, accurate attribution.
- ★ Conducted engagement analysis across Schneider Electric's LinkedIn and Showcase pages (6M+ followers), identifying that profile tagging, data-informed posts, and people/event-based content drove highest engagement, directly revising content strategy and copywriting.
- ★ Developed quarterly performance dashboards in Tableau and presented reports to managers, directors, and global teams turning web & campaign data into stories and recommendations that supported cross-functional business decisions.

Social Media Content Creator, User-Generated Ad Creator **Hybrid**
Freelance - TikTok, Instagram, Pinterest *August 2024 - Present*

- ★ Executed brand campaigns with brands such as HP, Poppi, and OLLY through brand partnerships and ambassadorships, blending storytelling and analytics to achieve viral reach (500K+ views) and measurable ROI.
- ★ Scaled a cross-platform community to 5K+ followers, generating 500K+ monthly impressions with engagement rates 5x above industry benchmarks.

UMass Amherst Marketing & Communications **Amherst, MA / Hybrid**
Social Media Coordinator *May 2024 - May 2026*

- ★ Scaled UMass Amherst's official university TikTok from ~2M to 83M+ views through short-form video strategy, achieving 110% growth in likes, 123% growth in shares, and 208% net follower growth in under two years.
- ★ Produced and managed content across university campaigns and events, growing the account to 98K+ likes and 11K+ shares, driving a 188% increase in new follower acquisition (9,400+ new followers).

SKILLS

Programming Languages: SQL, Python, R, PostgreSQL | **Languages:** English, Nepali
Technical Tools: Google Analytics 4, Tableau, PowerBI, RStudio, Google Colab, VSCode, ContentSquare, Excel, AI Tools
Creative Tools & Platforms: Canva, CapCut, Final Cut Pro, Lightroom, Sprinklr, Figma, Aprimo

EDUCATION

University of Massachusetts, Amherst **Amherst, MA**
B.S., Informatics, Data Science Conc. | Manning College of Information and Computer Sciences | GPA: 3.7 *May 2026*
Relevant Coursework: Data Structures & Algorithms, SQL & Data Management, Python & Data Analytics, Network Systems, Human-Computer Interaction, Predictive Analytics, Operations Management, International Marketing
Awards: Computing for the Common Good Scholarship, Dean's List

PROJECTS & CERTIFICATIONS

Detecting Credit Card Fraud Using Machine Learning Techniques (R, Python) *September 2024*

- ★ Built logistic regression and time series models with cross-fold validation to classify fraudulent transactions from real-world credit card data; assessed model performance via AUC-ROC analysis and statistical inference.

YouTube Shorts Viewer Engagement & Growth Analysis (Tableau, Excel) *April 2026*

- ★ Analyzed 799-record dataset across 6 research questions using regression analysis and Tableau dashboards to identify engagement drivers and content performance trends in short-form video.

Accenture North America Data Analytics & Visualization - Forage Certification *July 2024*

LEADERSHIP

Women in Informatics & Computer Science - Executive Board **Amherst, MA**
Vice President (2026), Public Relations (2024-2025) *September 2024 - May 2026*

- ★ Led events supporting 70+ women and non-binary students in tech by bridging students with industry access via workshops, exclusive speaker events with startups and FAANG companies, and professional development programming.

Asian American Students Association - Executive Board **Amherst, MA**
Advocacy Chair/Community Outreach *September 2022 - December 2023*

- ★ Coordinated monthly events attracting 2,000+ attendees featuring guest speakers and cross-organizational networking with AAPI groups across the Five College Consortium.