

Dhakshana Cheralathan

U.S. Citizen | Seeking Full-Time Positions for May 2020 | Philadelphia PA 19121

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EDUCATION

Temple University | Philadelphia, PA

Sep. 2016 – Jun. 2020

- **Bachelor of Business Administration (BBA)** in Management Information Systems (MIS) | **Cumulative GPA 3.2**

EMPLOYMENT

Data Analytics & Reporting, Intern | Philadelphia, PA

Jun. 2019 – Aug. 2019

Vitris Wireless LLC.

- Curated 14 monthly analytics reports via Google Data Studio, tracking digital marketing metrics
- Designed 35 sample websites using AI web builder to attract potential clients
- Created swim lane diagram for client onboarding and post onboarding processes to ensure efficiency
- Wrote two blogs on modern technology trends for companies' clients by utilizing Vitris Web Builder, and LinkedIn Publisher, increasing engagement rate by 6.74%

Data Analytics, Intern | Philadelphia, PA

Jun. 2018 – Aug. 2018

StayLocal.co

- Coordinated as project manager tracking project status' and next steps for employees during weekly meetings for three-month internship time period
- Created seven weekly and two monthly reports, updating employee/company performance data
- Formulated Google Analytics Breakdown reports to identify KPI's for Audience, Behavior, and Acquisition metrics to be used in a custom dashboard
- Automated weekly and monthly digital marketing reports via Google Analytics custom dashboard

Business Analytics & Intelligence Intern | Somerset, NJ

Jun. 2017 – Aug. 2017

Circular Edge LLC.

- Provided technical support for Oracle gold partner firm that provides full-service JD Edwards and Oracle CX Cloud services in the Small Medium Enterprise Market
- Developed, tested, and analyzed the firm's new Artificial Intelligence technology using an open source data visualization plug in - Kibana
- Worked with Data Analyst to create an interactive dashboard using 25 query's and 30 visualizations, for sales team and CEO to review

ADDITIONAL EXPERIENCE

Leadership

- **Senior Administrative Assistant** (Jan. 2018 - Present) – Fox School of Business: Office of the Dean
- **Founding Father** (Apr. 2019) - Founded the Kappa Upsilon chapter of Pi Kappa Phi at Temple University.
- **Deloitte Sophomore Leadership Conference (SLC)** (May 2018) – One of 21 students to attend Deloitte's SLC Conference in Arlington, VA

Projects

- Developed a housing rental portal application with RESTful API standards, using JavaScript/Node.js server-side programming, hosted on AWS cloud, storing/pulling data into/from a MySQL database
- Established a Virtual Private Cloud (VPC) including two public & private subnets, spanning two availability zones using auto-scaling and elastic load balancing on AWS to host an API endpoint
- Created a fully aggregated prototype to help connect small-businesses with micro-influencers in the Philadelphia area using a prototyping software – Justinmind, for Vitris Wireless LLC.

SKILLS

Data Visualization

Tableau, Google Analytics, Google Data Studio, Kibana

Cloud Computing

Amazon Web Services (AWS), Google Cloud Platform (GCP), Microsoft Azure

Development

JavaScript, HTML, CSS, Node.js

Database

MySQL, Amazon RDS