**Karan Katyal**

*https://www.linkedin.com/in/karankatyal25 | 267.752.7981 | karankatyal25@gmail.com*

A highly analytical, methodical, information driven, result-oriented professional with business intelligence, data analytical skills and decision making ability; presently working in the digital world.

**EDUCATION**

TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA

***Master of Business Administration, Expected in May 2017***

2015 Innovative Technology Challenge with Comcast | Recipient, Dean Scholarship, 2015 |

Financial Analyst at Temple Consulting Club | GPA 3.73

*Graduate Extern at Temple University - The Office of Technology Commercialization & Business Development*

PUNE UNIVERSITY, Pune, India

***Bachelor of Engineering in Electronics, Awarded June 2008***

Producer, Zion – Annual technical and cultural fest | College Soccer captain.

**PROFESSIONAL EXPERIENCE**

**Shire Pharmaceuticals–Digital Marketing Intern with NBU** Jun 2016–Aug 2016

* Brand Planning and Strategy creation for *Vyvanse* for digital marketing of product specifically targeted towards HCP
* Creation of strategic imperatives, critical success factors, tactics for 2017 execution
* Micro Management of content and creation of assets collaborating with external vendors and reallocating of budgets based on content creation and target segmentation
* Performance improvements for reporting by creating KPI’s to measure ROI’s,Lead Generation,Intent to Purchase, Engagement
* Website modification by using In-Page Analytics

**DreamIT Accelerator – *Business Analyst*** at Dbaza Health Oct 2015 –March 2016

* Worked to improve the basic business model with focus on identification of dashboard KPI's to integrate this within a full BI framework to increase visibility and performance along with customer life time value creation.

**Accenture Services Pvt. Ltd** August 2008 - July 2015

* Worked across *digital advertisement, media & technology, telecommunication & public services* industries
* Received 2014 Global Excellence Accenture's team award – FYQ1.
* Received 2014 Individual Numero Uno Accenture celebrates Excellence award – FYQ3.
* Received Performer of the year award via client Telstra.

***Roles and Projects within Accenture***

***Team Lead*** with OPERATIVE MEDIA TECHNOLOGY in Pune, India **(**2014 - 2015)

* Served as lead designer for a team of 7 on proof of concept using lean 6 Sigma concepts to create new data warehouse using Big Data, HBase, Vertica, and Pentaho to handle 1 billion records.
* Architected and performed risk assessment to deliver solution in a cost efficient manner saving $110,000 per year.
* Automated system and reduced run time by 25%.
* Performed SWOT and competitive intelligence analysis to optimize client software application use.
* Tracked and maintained resource utilization via traceability matrix for 5880 man hours.

***Senior Software Engineer*** with YOUVIEW TV LTD., BBC in London, UK **(**2011 - 2014)

* Designed and implemented formal structure and strategic plan for business development practice
* Delivered cyclic 24 hour operational and usage reports on customer segmentation using agile delivery mechanisms.
* Led 10 member team to support the project for new development and further post live enhancement and process improvement. Achieved 95% success rate with every release. Created error databases for quality improvement.
* Convinced client to save 96% on operating cost by migrating services from static servers to Amazon cloud saving £120,000
* Certified Accenture "offshore" trainer in technological and Visualization tools for new employees.

***Software Engineer*** with TELSTRA, ROYAL MAIL GROUP in Bangalore & Mumbai, India **(**2008 – 2011)

* Undertook integration and migration from old to new systems by finalizing the logical and physical data model.
* Resolved “change order” requests in live, production environments. Created automated XML generation tool using macros in excel for Control-M to schedule and run reports resulting in 0 scheduling defects.

**Interest, Achievements and Extra-Curricular**

State Level Soccer Player, 2004 | Best outgoing student in School| Volunteer, Rang De & Akansha non-profit

Accenture SME rating 2013: Informatica, Datastage, BIRT, Pentaho, Control-M, Tableau | Google Analytics Premium