Evelyn Mukherjee

Aspiring Data and UX Research Professional | M.S. Data Analytics and Visualization
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EXPERIENCE

Conair LLC | Stamford, CT　　　　　　　　　　　　　　　　　　　　　June 2023 - Present
Web Analyst for brand.coms
- Increase brand.com revenue by 86% YoY since July 2023 by strengthening keyword and paid search strategies
- Track daily eCommerce, email marketing, and site traffic metrics to assess day-to-day strategy
- Clean email lists of over 500,000 emails using Microsoft Access and SQL to increase email deliverability and hygiene
- Use basic forecasting methods to determine future monthly revenue goals
- Create interactive dashboards and presentations to effectively communicate current successes to multiple audiences
- Perform ad hoc requests and analyses for five brands: Conair, Scünci, Waring, Cuisinart, and BaBylissPRO
- Develop tech stack to level up digital strategy and insights including Meltwater, Heap Analytics, Databox, Crazyegg, and implementing GA4 to aid transition from GUA

Pratt Center for Community Development | Brooklyn, NY (Remote)　　　September 2023 - May 2024
Mapping, Data Analysis, and Visualization Fellow
- Create visualizations to assess the need for childcare centers in the five boroughs of New York City
- Create 3 posters to highlight the community Made in NYC has created through their NYC local business partnerships to be used at their annual convention in May 2024
- Use ArcGIS to perform ad hoc visualization requests and spatial analysis

Pratt Center for Digital Experience | Manhattan, NY　　　　　　　　September 2022 - May 2024
UX Consultant
- Perform 3-month end-to-end projects working with multiple different clients including Pratt Institute, Words Without Borders, and Grassroots Grocery
- Implement various research methods including moderated user tests, user surveys, eye-tracking studies, and heuristic analyses with over 10 participants that work to answer client questions
- Convey quantitative and qualitative research findings and product mock-ups made on Figma through pleasant and easy-to-read presentations

GLU Girls Like You | Columbus, OH (Remote)　　　　　　　　　　　November 2020 - August 2021
Social Media Manager and Content Creator
- Wrote 9 articles that increased site traffic by over 40% 24 hours after posting
- Devised weekly content calendars for TikTok, Facebook, Instagram, and email marketing
- Made original content, copy, and graphics for Instagram, TikTok, and emails and increased user engagement, page views, and brand awareness
- Developed a brand ambassador program and managed over 30 #GLUGirls including hosting bonding events, sending PR packages, and recruiting new ambassadors
- Interacted with platforms including Shopify, Klaviyo, Hotjar, Amazon Storefront, and TikTok Business Suite to perform content analysis and adjust content calendar accordingly

User Researcher　　　　　　　　　　　　　　　　　　　　　　　　　January 2024 - Present
- Plan and host two focus groups that will inform new business strategy by gaining real insights into the target audience
- Develop an in-depth user survey and perform correlation analysis to see how GLU can capitalize on consumer opinions

EDUCATION

Pratt Institute | Manhattan, NY　　　　　　　　　　　　　　　　　September 2022 - May 2024
Master's in Data Analytics and Visualization | Certification in UX/UI Design
Relevant Coursework: Database Design and Development in SQL, Statistical Analysis in R, Linear and Logistic Regression, Data Cleaning in Python, Information Visualization in R, Python, and ArcGIS, User Research
Summa Cum Laude

Boston University | Boston, MA　　　　　　　　　　　　　　　　　September 2018 - May 2022
Bachelor of Science in Advertising; Minor in Business Administration
Relevant Coursework: Python and Machine Learning, Statistics, Economics, Finance and Accounting, Design and Media Strategy

ADDITIONAL INFORMATION

Skills: Statistical Analysis: R, SPSS, SQL, Python, SAP, Microsoft Access, SFCC; Site Diagnostics: GA4, Hotjar, Crazyegg, Heap Analytics, Meltwater, SEMRush, Google Search Console, Google Ads; Visualization: Matplotlib, seaborn, ArcGIS Pro, Tableau, QGIS; Photoshop, Figma, InDesign, Facebook Business Suite, Collaborative, Adaptable, Up for a challenge
Accomplishments: Team USA Athlete in Synchronized Figure Skating 2022-2024, World Team Member 2024, National Silver Medalist, USFSA Gold Medalist, Hockey and Figure Skating Skills Coach