



Archana Shinde

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Motivated Master's graduate in Information Systems Management seeking to leverage academic knowledge and work experience into a role at [Company Name]. Eager to apply skills in systems analysis, data management, and emerging technologies to drive efficiency and innovation.

Key Skills

- SQL
- Python Programming
- Project Management
- System Designing
- Database Management
- Business Process Modeling
- CRM
- RCA
- MS-Office
- Problem Solving
- Attention to details

Professional Experience

December 2022 - Present

Media Analyst
Marist IT department

- Oversee and manage daily website activity, ensuring optimal functionality and user experience.
- Create engaging and informative content for website postings, contributing to the overall content strategy and aligning with the college's brand and message.
- Facilitate the flow of relevant information to the student body, including announcements, updates, and important college-related news.
- Utilize various analytics tools to track website usage, engagement metrics, and other key performance indicators, using this data to inform future content strategies and web improvements.
- Collaborate with a team to brainstorm, strategize, and implement digital campaigns aimed at improving student engagement and satisfaction.
- Conduct extensive media analysis to understand the impact of our communication efforts and identify opportunities for improvement.
- Assist in maintaining website content, including updating outdated information and ensuring information accuracy and relevance.
- Implement SEO (Search Engine Optimization) strategies to enhance website visibility and reach.
- Adhere to and assist in the enforcement of the college's digital media policies and guidelines.
- Foster open communication channels with students to receive feedback and identify their informational needs, adapting strategies accordingly.
- Provide technical assistance in web-related issues, resolving problems swiftly and effectively to minimize disruptions.

March 2022 - November 2022

Help Desk Operator
Marist IT Department

- Provide technical support: Assist students, faculty, and staff in resolving technical issues related to hardware, software, and network connectivity.
- Troubleshoot and diagnose issues: Respond to calls, emails, and tickets to diagnose technical problems and provide solutions to resolve them.
- Document and track issues: Maintain detailed records of all reported issues, track progress, and follow up with users until issues are resolved.
- Install and maintain hardware and software: Install, configure, and maintain computers, printers, software applications, and other equipment as needed.

August 2019 - September 2021

Senior Process Analyst
Google Operations Center

- Worked as a Search Specialist, handling critical and complex customer issues related to ad campaigns.
- Conducted root cause analyses (RCA) to identify issues, provided detailed reports, and proposed resolution steps.
- Provided floor support, assisting with product-related concerns and utilizing leadership skills to manage team issues.
- Prepared and shared daily team performance reports with management.
- Developed action plans to improve individual agent performance

- in the process.
- Paid close attention to detail and monitored agent performance following feedback.

December 2017 -
July 2019

Senior Process Analyst

Cognizant India Pvt Ltd

- Consulted with various stakeholders for marketing campaign planning, ensuring brevity and accuracy of marketing messages.
- Designed, developed, and implemented marketing campaigns using Google Ads.
- Reviewed emails for brevity and accuracy of information.
- Utilized database systems to track generated leads and reported email delivery to upper management.
- Responded to inquiries from individuals who requested more information, working to resolve any additional queries and maintain customer relationships.
- Ensured marketing messages were mobile phone friendly.
- Assisted in analyzing marketing data, altering marketing plans, and developing & delivering sales presentations to new clients.
- Managed workflow and regularly updated reports to clients.
- Provided training to new joiners and communicated needs & objectives to managers/supervisors.
- Developed a direct marketing plan that incorporated cold-calling, email marketing, and attending industry events to build relationships with key prospects.
- Worked closely with colleagues to identify new business prospects and cross-sold integrated services/products.
- Provided regular feedback about marketplace and competitor activity.
- Mapped business needs and tailored solutions using all relevant products.

Education

January 2022 - July
2023

Master's in Information Systems Management

Marist College at Poughkeepsie, NY

Relevant coursework:

- Systems & Information Concepts in Organizations.
- Data Management.
- Data Communications.
- Information Analysis & Systems Design.
- Financial & Managerial Accounting
- Information Systems Policy
- Emerging Technologies
- Enterprise Architecture.