

VRUSHANK SONI

DATA ANALYST • MARKETING ANALYTICS • DIGITAL MARKETING

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PROFESSIONAL SUMMARY

PGDM candidate specializing in Marketing & Finance with hands-on experience across digital marketing, analytics, and client projects. Passionate about transforming business challenges into data-driven solutions while building practical expertise in business intelligence and modern analytics tools.

CORE COMPETENCIES

Analytics: Power BI • SQL • MySQL • Microsoft Excel • Python
Marketing Analytics: Google Analytics • SEO • Google Ads • Meta Ads
Development: HTML • CSS • JavaScript • React • Git • GitHub • VS Code

PROFESSIONAL EXPERIENCE

Digital Marketing Intern | Zero Dimensions

- Managed end-to-end digital marketing activities including on-page SEO, campaign execution, client communication, and reporting.
- Collaborated with design and off-page SEO teams while leveraging AI-assisted workflows.
- Monitored campaign performance and website analytics to support data-driven decisions.

Digital Marketing Intern | Provectus Corp Advisors

- Developed LinkedIn content strategies, market research, and lead generation initiatives.
- Analyzed audience engagement and campaign performance to improve outreach.
- Worked closely with business development teams and client acquisition initiatives.

Freelance | Digital Marketing & Web Development

- Delivered branding, SEO, website development, and digital marketing solutions for clients.
- Designed responsive business websites focused on performance and user experience.

FEATURED PROJECTS

Spotify Music Analytics Dashboard

Power BI • SQL • DAX

Interactive dashboard analyzing streaming trends, artist performance, audience behavior, and KPIs.

Marketing Analytics Dashboard

Power BI • Google Analytics

Campaign performance, ROI, and conversion analysis.

Hevify Website Analytics

Google Analytics • Search Console

SEO and website performance analysis for a live client website.

Sales Performance Dashboard

Power BI • Excel

Dashboard evaluating revenue, profitability, and customer segmentation.

Customer Churn Analysis

SQL • Power BI

Behavior analysis identifying churn patterns and retention opportunities.

Personal Portfolio & Business Websites

React • HTML • CSS • JavaScript

Modern responsive portfolio (vrushanksoni.netlify.app) and client site hevify.in.

EDUCATION

PGDM, Marketing & Finance — St. Kabir Institute of Professional Studies 2025 – Present

BBA, Marketing Management — LJ Institute of Business Administration 2021 – 2024

CERTIFICATIONS

- Google Analytics Certification
- End-to-End MySQL: Schema to Subqueries — Great Learning
- Python Fundamentals for Beginners — Great Learning

ACHIEVEMENTS

- Winner — Srijan 2025 Business Presentation Competition, SKIPS School of Business
- Winner — SKIPS Chaupal 2026 Presentation Competition, SKIPS School of Business
- Final Year Project Leader