

DHRUV JAIN

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Insightful analytics professional, passionate about driving change through products and MSBA candidate at UCLA Anderson. Three years of analytical experience in financial services supporting marketing partners and senior leadership with strategic insights and data products to strengthen merchant relationships. 3+ years of prior entrepreneurial experience as a freelancer and co-founder of a startup. Nurtured consumer-oriented mindset with an aim to solve problems and boost business for clients.

Programming Languages - Python, Java, HiveQL, SQL, C++, C, JavaScript, SAS

Tools & Software - Tableau, MS Excel, MATLAB, Adobe Photoshop

Professional Experience

AMERICAN EXPRESS (AMEX)

Gurugram, India

ASSISTANT MANAGER, SCALED INSIGHTS AND PRODUCTS, GMNS

Aug 2022 - Aug 2023

- Led conversations with a third-party vendor while mentoring the team in **migrating a business-critical pipeline** into in-house analytical teams cutting expenses by **\$92K annually**
- **Scaled industry insights** report from bespoke studies to quarterly automated analysis across US, LACC, EMEA, and APAC. Involved extensive negotiations with region-level stakeholders to streamline requirements. Optimized resource bandwidth by reducing turnaround time from **40 working days to 2 minutes per quarter**
- Devised methodology to identify top customers for AmEx to help strengthen merchant relationships. Calculated metrics such as **share of wallet, discount revenue, and merchant engagement** based on internal and third-party card industry information for consumption by senior leadership

PROGRAMMER ANALYST, SCALED INSIGHTS AND PRODUCTS, GMNS

Aug 2020 - Jul 2022

- Delivered **65+** projects such as BI studies, merchant marketing, customer retention, growth opportunities, and NPS drivers across industries including retail, lodging, airlines, e-commerce, and dining using **complex Hive queries and Python scripts**
- Created merchant-facing BI dashboard in **Tableau** for extracting insights and KPIs across various demographic cuts. Sold to global luxury retail and lodging brands generating **~\$360K+** in revenue
- Revamped customer-targeting web tool (**HTML, CSS, JavaScript**) for self-serve usage by marketing teams. Expanded coverage by over **25%** to satisfy **95%** of custom requirements reducing delivery time from **7 days to 3 hours per request**
- Proposed and implemented **roadmap** to identify newly acquired aggregator merchants in EMEA for expanding coverage awareness amongst card members through point-of-purchase AmEx merchandise display. Integrated Google Location API **reducing business expenses by 15%**
- Formulated **value proposition story** for lodging merchants by leveraging external data sources (Smith Travel Research) along with AmEx data to drive merchant conversations for renegotiation, acquisition, and performance tracking

ZIEL

Delhi, India

CO-FOUNDER

Oct 2019 - May 2020

- Co-founder at startup aimed at **disrupting the campus placement landscape** in India, making it faster, simpler, and robust by leveraging cutting-edge technology
- Conducted **market research** through surveys to understand student and employer challenges amidst lack of quality solutions
- Created a **business model** that generates revenue through students and corporations. Students pay per test while corporations pay for shortlisting and successful hires
- Designed robust **database architecture** to ensure minimal redundancy and future **scalability**
- **Pitched** to companies like Unacademy, Praxis Global Alliance, and Verzeo
- **Pivoted** during Covid-19 by helping students find right opportunities at relevant places through Social Media

Education

Master of Science in Business Analytics (MSBA)

Sep 2023 - Present

Anderson School of Management, University of California, Los Angeles, CA

Bachelor of Technology, Electrical & Electronics Engineering

Aug 2016 - Jun 2020

Delhi Technological University, Delhi, India

Achievements and Contributions

- **Promoted** to Assistant Manager for outperforming in my duties as Programmer Analyst effective Aug 2022
- Awarded **Analyst of the Quarter** at American Express for standout performance in **Q3'2021**
- Recognized in the form of **Amex Blue Cash Rewards** by business partners on **20+** different occasions for consistently delivering impactful insights-driven projects for 3 years at **American Express**
- Organized **Brown Bag Sessions** by bringing in speakers to talk about exemplary work done within American Express to help team of **120+ colleagues** up-skill and stay informed
- Core member of **Learning & Development** and **Employee Engagement Activity** team for Global Merchant and Network Services team India at American Express