REENA KARKI

Columbus, OH | +1-937-367-7095 | karki.reena54@gmail.com | LinkedIn

PROFESSIONAL SUMMARY

Marketing Analytics professional with an MS in Marketing Analytics and 5+ years of experience across aviation, banking, fintech, advertising, and business development. Skilled in SQL, Tableau, Power BI, Advanced Excel, GA4, and Looker Studio, with experience in customer analytics, market research, campaign performance, KPI reporting, dashboard development, and data-driven marketing strategy. Combines analytical and marketing expertise to translate customer and business data into actionable insights.

TECHNICAL SKILLS

Analytics & BI: SQL | Tableau | Power BI | Advanced Excel (Pivot Tables, Dashboards, Lookup Functions)

Digital Analytics: Google Analytics 4 (GA4) | Looker Studio | Data Visualization | Reporting & Analytics

Marketing Analytics: Customer Analytics | Consumer Behavior Analysis | Sales Analytics | Customer Segmentation | CRM Analytics

Marketing: Market Research | Campaign Performance Analysis | Digital Marketing | SEO | SEM | Email Marketing

Business: KPI Reporting | Data Storytelling | Business Development | Brand Partnerships | Sponsorship Management

PROFESSIONAL EXPERIENCE

Yeti Airlines | Associate Brand Manager | 2022 – 2024

- Managed brand partnerships, sponsorships, and marketing initiatives to strengthen brand visibility and customer engagement.
- Analyzed customer behavior, market trends, and campaign performance to support data-driven marketing strategies.
- Collaborated with agencies, corporate partners, and internal stakeholders to execute branding and promotional campaigns.
- Monitored marketing KPIs and prepared performance reports to evaluate campaign effectiveness and ROI.
- Conducted market research and competitor analysis to identify growth opportunities and strengthen brand positioning.
- Supported customer acquisition and retention initiatives through targeted marketing programs and strategic partnerships.

Everest Bank Limited | Marketing & Business Analytics Intern | 2021 – 2022

- Performed customer behavior analysis and market research to support product marketing strategies.
- Assisted in evaluating campaign effectiveness using customer engagement and performance metrics.
- Created reports and presentations summarizing customer insights, market intelligence, and business opportunities.
- Supported customer retention initiatives through data analysis and market research.

ANS Creation Pvt. Ltd. | Marketing & Operations Executive | 2018 – 2019

- Supported digital and traditional marketing campaigns designed to increase customer acquisition and brand awareness.
- Conducted market analysis, competitor benchmarking, and customer research to support marketing decisions.
- Prepared performance reports and operational insights for management review.
- Coordinated with clients and internal teams to improve service delivery and customer satisfaction.

eSewa Pvt. Ltd. | Marketing Analyst Intern | 2017

- Analyzed customer engagement and market trends to support marketing decisions in the digital payment industry.
- Conducted market research and competitor analysis to identify customer and market opportunities.
- Assisted in campaign performance reporting and customer acquisition analysis.
- Developed Excel-based reports to track marketing KPIs and customer growth.
- Collaborated with marketing teams to support promotional and customer engagement initiatives.

EDUCATION

Master of Science in Marketing Analytics | Wright State University | May 2026 | GPA: 3.70

Master of Business Administration (MBA) | Pokhara University | 2022 | GPA: 3.84

Bachelor of Business Administration (BBA) | Pokhara University | 2018 | GPA: 3.18

MARKETING ANALYTICS CAPSTONE PROJECT

Customer Behavior and Sales Analytics Using Online Retail Data | Wright State University

- Analyzed online retail transaction data to identify purchasing trends, customer segments, and revenue drivers.
- Conducted customer segmentation, churn analysis, and behavioral analysis to support customer retention strategies.
- Developed Tableau dashboards to visualize sales performance, customer lifetime value, and engagement metrics.
- Applied regression and predictive analysis to evaluate relationships among quantity, price, and revenue and generate business recommendations.

• Presented data-driven insights and strategic recommendations focused on customer acquisition, retention, and profitability.

ADDITIONAL QUALIFICATIONS

Target roles: Marketing Analyst | Marketing Analytics Analyst | Digital Marketing Analyst | Customer Insights Analyst | Marketing Operations Analyst | CRM Analyst | Campaign Analyst | Business Analyst | Reporting Analyst