

CHANDAN HANDA

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- Summary:** Marketing Analytics Consultant with 5+ years of experience translating customer, campaign, and commerce data into executive-ready insights across paid, owned, and earned channels. Skilled in A/B testing, measurement frameworks, CRM Dashboards GA4, SQL, R, Python, and Tableau. Proven ability to optimize campaign performance, audience segmentation, and customer value growth through data storytelling.
- Education:** **PACE UNIVERSITY** **NEW YORK, NY**
Master of Science, Marketing Analytics
Beta Gamma Sigma | Outstanding Student Award | STEM Program
Relevant Coursework: DBMS, Data Science, Predictive Analytics, Market Research & Intelligence
- Projects:** **KAGGLE PAC DATA COMPETITION**
Nov'24-Mar'25 • Ranked 3rd of 42+ in CTR prediction challenge, optimizing RMSE to 0.05952 through regression modeling.
- Oct 2024 **TABLEAU DASHBOARDS - [Car Sales Dashboard](#) • [Bike Sales Dashboard](#)**
• Built Tableau dashboard analyzing EV sales across 35 brands, surfacing revenue trends for executive storytelling.
• Designed Tableau dashboard tracking bike sales across 15 countries, supporting quarterly performance reviews.
- Experience:** **LEBOVITZ LAW GROUP** **PHOENIX, AZ**
Sep'25-Present *Assistant Marketing Director*
• Built AI-powered lead routing and intake automation, reducing response time 22% and increasing qualified case conversions 18% and developed GA4, Google Ads, Meta, and improving ROAS 31% and reducing CPA 22%.
• Launched retargeting and SEO measurement frameworks, increasing organic traffic 47% across owned and paid channels and designed measurement frameworks across paid, owned, and CRM channels to guide optimization and executive reporting and defined tagging strategy and measurement frameworks via GTM across paid, owned, and CRM channels to guide GA4 reporting and executive decisioning.
- Dec'24-Jan'25 **ARIZONA ADVANCED IMAGING** **PHOENIX, AZ**
Marketing Analyst Intern
• Analyzed GA4, Meta Business Suite, and SEMrush data, increasing brand engagement 40% across digital campaigns with 7+ social media strategies using A/B testing and incrementality analysis to optimize campaign ROI.
• Built web performance dashboards and ETL workflows, increasing traffic 60% and improving paid media visibility.
• Improved e-referral workflows with project management tools, increasing referral patients and clients 30%.
• Improved GA4 reporting workflows and data quality checks to strengthen campaign measurement and insight generation.
- Oct'19-Aug'23 **S R MEHTA & SONS** **MUMBAI, INDIA**
Business Analyst Lead
• Applied MMM and MTA to optimize media investments 20% and drive 30% market share growth.
• Used SQL, R, and Excel regression analysis to identify engagement trends and improve retention 20%.
• Led 5-person cross-functional team executing omnichannel campaigns, generating \$25K semiannually and \$500K turnover growth and defined KPIs and measurement plans to optimize campaigns, driving 20% market share growth.
• Forecasted demand and segmentation accuracy in R by 20%, improving targeting and campaign ROI 15%.
• Built audience segmentation and demand forecasting models to improve commerce analytics, targeting, and campaign ROI.
- Leadership:** Partner with cross-functional marketing, operations, and CRM stakeholders to translate business questions into measurement frameworks, reporting cadences, and executive-ready insights across paid, owned, and earned channels. Guided omnichannel measurement, learning agenda development, audience segmentation, and KPI definition to drive data-driven decisioning and customer value growth.
- Skills:** **Analytics:** MMM, MTA, incrementality testing, A/B testing, regression analysis, forecasting, segmentation, attribution, measurement plans.
Tools: SQL, R, Python, Excel, Tableau, Power BI, GA4, Google Ads, Google Search Console, Google Tag Manager, Meta Business Suite, SEMrush, WordPress, CRM dashboards.
Marketing: Paid media analytics, owned channels, SEO, SEM, campaign optimization, executive data storytelling.
- Certifications:** Google Analytics Certification | Google Ads Certification | Salesforce for Marketers | Generative AI | Deloitte Data Analytics Simulation.
- Training:** R for Data Science & Analysis & Visualization | Marketing Attribution & Mix Modelling | Data Analysis- SQL, Tableau, Power BI & Excel | Lubin Analytics Boot Camp.