

# Bharath Kumar Sampath

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## EDUCATION

### Lehigh University

Bethlehem, PA

*M.Eng. in Management Science and Engineering;*

*Jan 2022 – Dec 2023*

**Relevant Courses:** Machine Learning, Applied Data Mining, Optimization Models and Applications.

### VIT University

Vellore, India

*B.Sc. in Computer Science and Engineering;*

*June 2015 – May 2019*

**Relevant Courses:** Data Structures, Design & Analysis Of Algorithms, Probability & Statistics, Database Systems.

## WORK EXPERIENCE

### Sserman Propman

New York, NY

*Business Analyst*

*Jun 2023 – Aug 2023, Part-time*

- Conducted comprehensive **market research** and developed strategic product presentations, contributing to 200 leads by effectively targeting and engaging with potential clients in the property.
- Performed company specific business analysis for property management companies, identifying market opportunities and demonstrating how our product can enhance client acquisition and revenue generation.

### Lehigh Univesity

Bethlehem, PA

*Project Consultant*

*May 2022 – Aug 2022, Part-time*

- Analyzed data to uncover a 10% lower obesity rate in dogs consuming **Fresh Pet** food compared to standard diets, leading to a targeted marketing strategy and a 5% increase in sales over the subsequent quarter.
- Developed models to automate satellite image analysis from Google Maps, enhancing detection accuracy by 25%, reducing manual review time by 30% and cut down emergency maintenance cases by 15% at **Air Products**.

### Freelancer

Bangalore, India

*Technical Consultant*

*Sep 2020 – Dec 2021, Full-time*

- Resolved issues with **Magnify**'s stock search function, enhancing the update frequency of small-cap stocks during peak hours, which resulted in a 15% improvement in search accuracy and a 10% increase in user satisfaction.
- Developed an adaptive media feature for our social media app, tailoring image and video quality to user's internet speed, enhancing loading efficiency by 15% and boosting user engagement by 20%.

### Moneyview

Bangalore, India

*Software Engineer*

*Jan 2019 – Aug 2020, Full-time*

- Implemented a real-time dashboard to showcase loan applicants' details, resolving miscommunications with partner systems and contributing to a 20% increase in partner applicants and a 15% increase in revenue.
- Identified a high customer drop-off rate at the bank statement upload screen in android app, and hence developed a system to retrieve bank statements directly from Gmail, resulting in a 10% increase in conversion rate.

## LEADERSHIP EXPERIENCE

### Lehigh University

August 2023 – December 2023

*Graduate Ambassador*

*Bethlehem, PA*

- Faced with low engagement from underrepresented regions, as a graduate ambassador, organized online meet-ups and interactive Q&A sessions, which drew a 25% increase in applications from those areas.
- Observed outreach challenges to international students, and hence created country-specific newsletters featuring regional innovations connecting with the university's programs sparking a 30% increase in inquiries.

### Lehigh Technology Services

June 2022 – December 2023

*Library Technology Consultant*

*Bethlehem, PA*

- Observed the library's study spaces were often overcrowded during finals, as a consultant at Lehigh University, launched a real-time occupancy tracking system, which reduced student search time for available spots by 40%.
- Faced long wait times for book checkouts, as a Library Consultant at Lehigh University, implemented an automatic book checkout system, dramatically reducing wait times by 50% and doubling daily checkouts.

## SKILLS

**Technologies:** IBM SPSS Modeler, AMPL, Python, SQL, R