

SHASHIKANTH RAMAKRISHNAN



PROFESSIONAL SUMMARY

Seasoned Data and Analytics Leader with 20+ years of experience spanning engineering and advanced analytics. Starting in engineering and manufacturing with roles at Motorola, Emerson Network Power, and Jabil, I developed expertise in test systems, yield improvement, and operational optimization while leading cross-functional teams across global organizations. This foundation instilled a deep understanding of process efficiency and team leadership, which I've carried forward into my analytics career. In analytics, I've successfully driven data-led transformations by leveraging tools like SQL, Python, and Tableau. Notable achievements include spearheading a machine learning initiative that optimized Astro's Text Metadata system, earning the Malaysia Technology Excellence Award 2022. With over 14 years in senior management roles and a Master of Science in Analytics from Georgia Tech, I excel at bridging technical and strategic expertise to deliver scalable solutions, empower teams, and enable data-driven decision-making across organizations.

PROFESSIONAL EXPERIENCE

Astro Malaysia Holdings, Kuala Lumpur, Malaysia
Head of Digital Analytics and Viewership Insights
November 2021 – Present

- Developed and implemented a data and analytics framework aligned with Astro's business objectives
- Implemented audience segmentation, resulting in a 30% increase in customer satisfaction and 25% increase in revenue
- Developed an automated digital tagging solution with Google Tag Manager, increasing productivity by 400%

Assistant Vice President - Digital Data Analytics & Insights
September 2019 – November 2021

- Developed and implemented a new data visualization tool, improving efficiency by 40%
- Provided expert analysis and insights on multi-channel marketing and digital advertising
- Consulted IT and Data Management teams to enhance digital data pipelines for real-time reporting

LunchBadger, San Francisco Bay Area (Remote)
Senior Manager - Marketing Analytics & Insights
January 2019 – August 2019

CONTACT

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CORE SKILLS

- Data Analytics & Data Visualization
 - Digital Analytics Tools, A/B Testing, Conversion Rate Optimization
 - Strategic Planning, Leadership, Communication, Project Management
 - Large Language Models, Large Vision Models, Recommender Systems, Predictive Analytics, Vision Classifiers
 - Process Improvements
 - Python, SQL, R
 - Google Analytics 360, Google Marketing Platform Suite
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EDUCATION

Master of Science, Analytics

Aug 2022 to Dec 2024

Georgia Institute of Technology - Atlanta, GA

Bachelor of Engineering (Hons), Electronics

May 1998 to May 2002

MMU - Cyberjaya

- Implemented a customer segmentation strategy, increasing retention by 15% and order value by 10%
- Led the development of a marketing attribution model, improving campaign performance measurement by 20%
- Increased lead generation by 400% using conversion rate optimization

ShakeUp Online, Selangor, Malaysia
Data & Analytics Manager
 February 2018 – December 2018

- Led implementation of a data analytics platform, reducing data retrieval time by 30%
- Implemented machine learning algorithms to predict customer behavior, increasing cross-sell and upsell opportunities by 10%

Global Apps, Selangor, Malaysia
Digital Analytics Lead
 January 2015 – January 2018

- Developed a comprehensive A/B testing program, increasing website conversion rates by 15%
- Implemented data visualization tools, facilitating data-driven decision making

PROJECTS

Comparing Anomaly Detection using AI model (AnomalyGPT) vs Traditional Vision Classifiers

Apr 2024 – Jul 2024

- Collaborated with Sandia National Laboratories to enhance safety and reliability of autonomous robots
- Evaluated performance of AnomalyGPT, an AI model built on LLM and LVM, compared to our own traditional vision classifier on the robotic dataset.

Visualization and Modelling in Music Recommendation Systems: A New Approach

Aug 2023 – Dec 2023

- Developed an interactive user interface for customizable music recommendations
- Enhanced user engagement and satisfaction on music platforms like Spotify

Enhancing Decision-Making: A Comprehensive Analysis and Mapping of School Performance in NYC

Apr 2023 – Jul 2023

- Analyzed the relationship between student satisfaction and school rankings in NYC, providing actionable insights using predictive analytics to improve school marketing and decision-making for parents and authorities.

CERTIFICATIONS

- Certified Python Programmer for Data Science
- Insights from Data with BigQuery
- SAS Visual Analytics
- Google Analytics 360
- Adobe Audience Manager Fundamentals

HONORS & AWARDS

- Malaysia Technology Excellence Awards 2022 in Analytical Capabilities for Personalising Digital Advertising & Content

PAST WORK EXP.

- IT & Digital Lead | IT Geeks Sdn Bhd | Selangor, Malaysia | Dec 2011 to Dec 2014
- Asst. Engineering Manager | Jabil Circuits | Penang, Malaysia | Dec 2010 to Nov 2011
- Test Engineering Manager | Emerson Network Power | Manila, Philippines | Feb 2009 to Nov 2010
- Senior Staff Engineer | SMART Modular Technologies | Penang, Malaysia | Jun 2006 to Jan 2009
- Senior Test & Product Engineer | Motorola Technologies | Penang, Malaysia | May 2005 to May 2006
- Test Engineer | SMART Modular Technologies | Penang, Malaysia | Feb 2002 to Apr 2005