

Aman Kohli

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SUMMARY

Go-to-market analytics professional with expertise in pipeline analysis, revenue attribution, & full-funnel performance measurement across SaaS & hospitality. Skilled in translating complex data into actionable GTM insights using GA4, Google Ads, SQL, Python, R, & Power BI - with a proven track record of accelerating pipeline velocity, improving ROAS, & enabling data-driven decisions across sales, marketing, & product-led growth motions

SKILLS

- **Analytics & Tools:** SQL (MySQL, PostgreSQL, SQL Server), Power BI, Tableau, Excel (advanced), Google Sheets, R, Python, Google Analytics, SEMrush, GCP, AWS, Salesforce, Microsoft Clarity
- **Project Management:** Agile & Waterfall, Scrum, Jira, Azure DevOps, stakeholder management, consulting
- **Data Operations:** ETL pipelines, data warehousing & modeling, data quality checks, forecasting, dashboarding & reporting
- **Marketing & CRM:** GTM strategy, pipeline & revenue attribution, campaign performance analysis, SEO/SEM, UTM strategy & tracking governance, lifecycle & nurture marketing, funnel analysis, programmatic & paid media, CRM analytics, n8n, Clay

WORK EXPERIENCE

Seaport Inn (Harbourview Hospitality Group) | Consultant Intern May 2025 - Dec 2025

- Automated 80% of expense categorization in Excel, then built a dynamic Power BI dashboard to compare property-level expenses and identify cost-saving opportunities, enabling staffing adjustments that saved \$85K annually
- Launched 16 targeted email campaigns via Sojern reaching 90,000 guests with a 6% CTR, leveraging guest segmentation and behavioral data to improve retention and repeat booking rates
- Managed end-to-end Google Ads & GA4 measurement implementation, instrumented conversion tracking & landing-page experiments, analyzed user, driving 50% increase in add-on conversions through booking flow optimizations
- Built an AI-powered Gmail workflow in n8n that reads incoming wedding inquiry emails, extracts guest requirements, and auto-generates personalized event quotes, reducing manual quoting effort by 90% and cutting response time from hours to seconds
- Centralized daily performance reporting by building a lightweight on-prem SQL Server data mart (SSIS/Power Query from PMS, POS, & Excel) with Power BI Desktop views for Occupancy & labor-to-revenue, cutting manual consolidation from 5 hr to 1 hr per day
- Built a 14-day bookings & F&B demand forecast in Python orchestrated via SQL Server Agent with SQL ELT and QA checks, improved MAPE by 25%, informing rate changes

Analytics Consultant (Godaddy) | Babson College Jan 2025 - May 2025

- Led a 5-month client-facing analytics engagement as part of a Babson field project, delivering data-driven recommendations through predictive modeling & dashboard development in R. Conducted data preprocessing in R, including cleaning, transformation, & EDA
- Built and validated predictive models (Logistic, CART) in R to support business decision-making for GoDaddy. Developed an interactive R Shiny dashboard for stakeholder use, enabling real-time access to insights and KPI monitoring
- Delivered a strategic presentation to GoDaddy, using data storytelling techniques to communicate insights & recommendations

SaaS Cloud LLC | Marketing Data Analyst May 2022 - Aug 2024

- Engineered an automated lead scoring pipeline in n8n integrating Salesforce & ZoomInfo to enrich & route inbound leads by firmographic fit, reducing manual qualification time by 60% & ensuring high-intent prospects were prioritized for immediate outreach
- Engineered a unified multi-channel campaign dataset consolidating paid, organic, and email data - enabling stakeholders to move from siloed platform reporting to a single attribution view that directly informed budget reallocation decisions
- Analyzed lifecycle and cross-channel customer journeys to personalize email messaging by journey stage using ActiveCampaign; improved engagement across the funnel, achieving 27% open rate, 5% CTR, and 3% conversion
- Executed a performance marketing GTM strategy on Facebook Business Manager, testing creatives and audiences to drive a 20 percent CTR lift and a 15 percent CPA reduction
- Led a data driven Reddit and SEO growth strategy after Google's UGC policy update using SEMrush. Increased organic visibility to 2,000 monthly queries, drove more qualified inbound leads, and generated \$60K revenue in six months with zero ad spend.

EDUCATION

Babson College, Boston, MA Sep 2024 - Dec 2025
Master of Science, Business Analytics

University Of Delhi, Delhi, India Aug 2019 - Jul 2022
Bachelor of Commerce Hons., Finance & Investments

PROFESSIONAL CERTIFICATION

Professional Scrum Master - 1 | Scrum.org July 2025