

Mahadev M

Data Analyst | Digital Marketing Specialist

Bangalore, India

Professional Summary

I'm a results-oriented Data Analyst with 5+ years of experience leveraging data-driven insights and AI model evaluation to enhance marketing performance. Proven ability to boost lead generation by 40% through building SQL-based dashboards and optimizing campaigns. Seeking a challenging remote role with an international company to apply skills in data analytics, AI, and digital marketing.

Skills

- **Data & Analytics:** SQL, Tableau, Microsoft Excel, Google Sheets, Google Analytics, Google Data Studio, A/B Testing, R Programming, Kaggle
- **Digital Marketing Tools:** Google Ads, Meta Ads (Facebook/Instagram), Mailchimp, SEO/SEM
- **AI & Machine Learning:** LLM (Large Language Model) Evaluation, Data Annotation, Data Labeling, Prompt Testing, Reinforcement Learning with Human Feedback (RLHF)
- **Web & E-commerce:** Wix, Shopify, Payment Gateway Integration

Professional Experience

Outlier.ai | AI Training Contributor *Feb 2025 - Jun 2025*

- Evaluated and ranked Large Language Model (LLM) responses for quality, relevance, and accuracy.
- Labeled and annotated data for supervised learning and reinforcement learning tasks, contributing to AI behavior tuning.
- Delivered high-accuracy work, consistently meeting and exceeding remote productivity and quality benchmarks by 15%.
- Gained hands-on experience in prompt engineering, model testing, and using advanced annotation tools.

Polisika Marketing Solutions | Head of Digital Marketing *Jun 2023 - Jan 2025* | *Bangalore, India*

- Led comprehensive digital marketing strategies including SEO, Google Ads, and performance campaigns, boosting qualified lead generation by 40%.
- Designed, built, and maintained SQL-based marketing dashboards and conversion funnels, improving reporting accuracy and campaign ROI.
- Analyzed campaign data to provide actionable insights, enabling data-driven budget allocation and strategy adjustments.
- Collaborated with senior leadership to champion an analytics-first approach to all marketing initiatives.

Kikbit Foods India Private Ltd. | Digital Marketing Specialist *Jun 2019 - May 2023* |
Bangalore, India

- Managed end-to-end SEO, email marketing, and paid media campaigns (Google, Meta), increasing overall website traffic by 35%.
- Conducted rigorous A/B testing on landing pages and ad copy, resulting in a 20% increase in user engagement.
- Utilized Google Analytics for weekly performance reporting, identifying user behavior patterns to optimize conversion funnels.
- Developed and executed successful keyword and content strategies to improve organic search rankings.

Certifications

- **Google Data Analytics Professional Certificate** | Google
- **Accounting Foundations** | LinkedIn
- **Business Analysis & Process Management** | Coursera Project Network

Languages

- **English:** Professional Proficiency
- **Tamil:** Native Proficiency
- **Malayalam:** Native Proficiency
- **Hindi:** Conversational
- **Russian:** Beginner