

Sidhant Mathur

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WORK EXPERIENCE

Dell

Undergraduate Marketing Intern

May 2018 – Aug. 2018

- Developed machine learning sales target model which correctly predicted sale outcome 91% of the time.
- Built tool that easily allowed sales data to be added to the model for future predictions and model training.
- Saved sales team's time on lead prioritization and made them more aware of the ideal lead profile.
- Analyzing the full customer database, the model found 20,000 opportunities with \$129M in potential revenue.
- Presented findings to executive team and made plans for the tool's expansion into other products.

Immosis

Web Developer

Oct. 2018 – Mar. 2019

- Revamped a client's website frontend with modern web design, and SEO.
- Added new website backend features such as user accounts, content management, achievements, and payments.
- Created video course platform with user tracking for course progression and achievements.

Digital Marketing Intern

Mar. 2018 – Aug. 2018

- Wrote weekly articles on VR technology aimed at businesses looking into VR's applications.
- Monitored inbound marketing effectiveness with website analytics, attempting to optimize lead engagement.
- Made previously impossible design changes to WordPress websites with custom HTML & CSS.

Freelance

Consulting

- Helped local small businesses improve website design, as well as create inbound customers.
- Advised startup client on new course of action for website development strategy saving \$100k+.

EDUCATION

University of Texas at Dallas

May 2019

BS, Business Administration

- Overhauled pizzeria's marketing plan and built an interactive map of customer survey results to help understand how geography effects customer preferences on price, willingness to travel, and quality.
- Researched customer price preferences, competitive alternatives and non-profit market in order to help reprice a local non-profit's best-selling product.
- Placed 3rd in room in competition with 150+ students attempting to sell Salesforce to local sales managers.
- Presented a marketing and sales plan to the Fort Worth Opera, focusing on improving their donor engagement.
- Prospected & recruited several local sales leaders to judge a university sales competition.

SKILLS & INTERESTS

- **Skills:** Programming with Python & JavaScript, data analysis using Python & PowerBI, database management with SQL & Access, web development with HTML, CSS, JavaScript, WordPress & Shopify, sales prospecting using Salesforce & LinkedIn Navigator, creating compelling presentations, conducting market surveys & research, creating small business & non-profit marketing strategies, inbound marketing, Excel.
- **Interests:** Basketball, Toronto Raptors, coffee, watches, fountain pens, coding websites, business & technology blogs, sci-fi/fantasy novels, helping small businesses & non-profits with websites and business plans.
- **Canadian Citizen**