

ALISHA VIMAWALA

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EXPERIENCE

Bloomberg L.P., New York City 2014 – present

Digital Media Analyst (Newsroom)

- Manage operational and editorial analytics for Bloomberg Media’s digital properties, one of the Top 10 ranked Business/Finance publishers in the U.S.
- Lead reporting and insights for the newly redesigned digital suite of politics, mobile, and OTT products

Morgan Stanley Wealth Management, New York City 2013 – 2014

Business Analyst (Technology & Data)

- Led data flow analysis of a brand new lending product for wealth management clients
- Analyzed downstream system impact of this new product to 400+ unique batch jobs across IT

EDUCATION

Cornell University, College of Engineering, Ithaca, NY 2009 - 2013

B.S. in Operations Research // Information Science

Presidential Research Scholar

- \$8000 fund awarded to 2% of undergraduates for use in research projects, training, and travel

Jacobs Scholar

- Selected to participate on a two-week Innovation Tour of Israel with MBA students from UC San Diego

Operations Research

- Optimization, Industrial Systems and Data Analysis, Service Modeling and Design, Operations Management

Information Science

- Web Design and Programming, Rapid Prototyping, Human Computer Interaction, Networks

Illinois Mathematics and Science Academy, Aurora, IL 2006 - 2009

OTHER

Skills: Google Analytics ▪ comScore Digital Analytix and Media Metrix ▪ Tableau ▪ SailThru ▪ MS Excel/Visio
HTML/CSS ▪ SQL ▪ PHP ▪ Arduino ▪ RapidMiner ▪ 3D Printing Maker Ware

Activities: NYU Innovation [Lab](#) ▪ Mint Dance Company ▪ Manhattan Andaaz Dance

Outreach: Lincoln Center Ambassador ▪ Wilson Synchrotron “Nano Days”

Conferences: [WiTNY](#) ▪ RapidMiner Wisdom ▪ TEDxCornellUniversity ▪ ThinkChicago



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