Aryan Bhardwaj

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EDUCATION

Willamette University	Salem, OR
Master of Science in Data Science	*Aug. 2023 – Aug 2024*
Willamette University	Salem, OR
Master of Business Administration	*Aug. 2022 – May 2024*
Doon University	Dehradun, UK
Bachelor of Arts (Honors) in German	*Jul. 2014 – Jul. 2017*

EXPERIENCE

Data and Growth Consultant — Mar. 2025 – Present
The Tao of Tea — *Portland, OR*
- Led market development initiatives and campaigns for Tao, driving brand growth and audience engagement.
- Streamlined business processes and led data initiatives using Python and SQL, improving accuracy and enabling more informed decision-making across operations.
- Worked directly with the CEO on high-priority strategic projects, including business operations optimization market performance analysis.

Chief of Staff — Jan. 2025 – May 2025
Stealth Startup — *Remote*
- Aligned projects with company goals by collaborating with founders and teams, improving team efficiency by 21%.
- Optimized workflows using SaaS tools, no-code platforms, and GenAI, launching the company website in 2 weeks.
- Built a SaaS hiring tool, cutting time-to-hire by 40% and boosting candidate quality by 28%.

Data Science Intern — Dec. 2024 – Mar. 2025
TRUTRIP USA — *Remote*
- Built data pipelines and governance frameworks for U.S. expansion, enabling scalable analytics initiatives.
- Influenced a 15% customer retention increase by presenting market trend analysis to leadership.

Graduate Research Assistant — May 2023 – May 2024
Willamette University — *Salem, OR*
- Identified a 20% rise in renewable energy adoption from CSR/ESG reports, shaping sustainability policies.
- Assessed ESG impact on corporate reputation, co-authoring data-backed research recommendations.

Consultant — Jan. 2023 – May 2023
Joie Energy — *Salem, OR*
- Improved decision-making by analyzing consumer/market data, uncovering inefficiencies in pricing strategy.
- Aligned data solutions with business goals through cross-functional team collaboration.
- Conducted in-depth analysis to uncover trends, leading to the identification of 2 new business opportunities.

PROJECTS

Deepfake Detection | *Python, OpenCV, TensorFlow, NumPy, Matplotlib, Colab* — Jan. 2025 – Present
- Pre-processed 6,000+ video frames with OpenCV, optimizing dataset for CNN training.
- Achieved 82% accuracy in detecting deepfakes using TensorFlow CNNs, with ongoing improvements.

Predictive Analytics for Stocks Using Social Media Sentiment | *Python, R, Postgres* — Mar. 2024 – May 2024
- Integrated financial market data with social media sentiment analysis to forecast stock price movements.
- Applied machine learning and NLP techniques to detect sentiment trends impacting market fluctuations.

SKILLS

Programming: Python, R , SQL (Postgres).
Tools: Git, Docker, GCP, VS Code, Cursor, Postgres, Jupyter Notebook, Excel, Tableau, Hugging Face, Google Colab.
Libraries: Pandas, Polars, NumPy, Matplotlib, Scikit-learn, Seaborn, TensorFlow, Keras, PyTorch.
Techniques: Machine Learning, Deep Learning, NLP, Predictive Analytics, Statistical Analysis, Data Visualization.
Professional Skills: Cross-Functional Collaboration, Stakeholder Management, Problem-Solving, Business Strategy, Reporting.