

Sai Vomanesh Chekuri

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Education

University at Buffalo, SUNY

Aug 2023 - Dec 2024

Master of Science in Industrial Engineering (Data Analytics & Management)

Skills

Paid Media Strategy, Performance Campaign Management, Traditional and Digital Marketing, Customer Journey Analysis, Performance Reporting KPI Tracking, Excel, Brand Measurement and Analytics, Data Visualization Dashboarding, Tracking Measurement Validation, Conversion Tracking (Pixel, Events), Digital Analytics, API Data Analysis Troubleshooting, A/B Testing Experimentation, Customer Segmentation (RFM, Clustering), Cross-Functional Collaboration, Stakeholder Communication, SQL

Internship & Certifications

Six Sigma Green Belt, Process Improvement, Root Cause Analysis, Data-Driven Optimization

Paper Presentation, "Detection and Classification of Leukemia using AI" at RAEEUCCI-2023, IEEE-sponsored

Experience

Technical Product Specialist – TikTok Advertising Platforms

Atento – Miami, Florida

Performance Marketing & Analytics

Mar 2025 – Present

- Managed and supported 30+ SMB, enterprise, and DTC advertiser accounts across industries including Financial Services, Apps, Telecom, Automotive, and E-commerce, helping improve campaign delivery, client retention, and overall advertising performance through data-driven recommendations and platform expertise.
- Developed strong expertise across TikTok Advertising Platforms including Ads Manager, Business Center, Events Manager, Pixel, Attribution, Commerce, and Measurement solutions, supporting advertisers with campaign setup, optimization, troubleshooting, and performance strategy execution.
- Analyzed and optimized key campaign metrics including CTR, CPA, CPC, ROAS, conversion rate, pacing, delivery health, attribution signals, and audience performance to identify growth opportunities, improve ad delivery efficiency, and strengthen long-term client outcomes.
- Reviewed historical campaign performance, conducted A/B analysis on creatives and targeting strategies, and generated strategic recommendations for high-spending clients by identifying missed opportunities, share-of-voice trends, and upsell opportunities to support full-funnel growth initiatives.
- Collaborated cross-functionally with Product, Engineering, Sales, Measurement, and Account Management teams to troubleshoot platform, tracking, API, and delivery-related issues while contributing to workflow improvements, escalation handling, and advertiser success initiatives.
- Maintained high client satisfaction and resolution quality by providing consultative support, de-escalating sensitive advertiser concerns, translating technical findings into actionable insights, and helping clients maximize platform adoption and campaign performance in fast-paced environments.

Research Assistant, SRM University - Kattankulaturu, Tamilnadu

Nov 2022 – Apr 2023

- Co-authored and presented a paper titled "Detection and Classification of Leukemia using Artificial Intelligence" at the IEEE-sponsored 2nd International Conference on Recent Advances in Electrical, Electronics, Ubiquitous Communication and Computational Intelligence
- Developed a machine learning model (97–99% accuracy) using CBC data and built a simple GUI for real-time diagnostic predictions.

Publications

C. S. Vomanesh, M. V. S. Chaitanya, S. Sumanth and R. Arumugam, "Detection and Classification of Leukaemia using Artificial Intelligence," 2023 International Conference on Recent Advances in Electrical, Electronics, Ubiquitous Communication, and Computational Intelligence (RAEEUCCI), Chennai, India, 2023.

Projects

Customer Segmentation & Performance Strategy Project

Business Intelligence, University at Buffalo

- Built customer segmentation models using RFM analysis and clustering techniques to identify high-value, at-risk, and growth customer segments, enabling more targeted marketing and retention strategies.
- Analyzed performance metrics and segmentation insights to recommend audience-specific messaging, budget allocation, and optimization strategies that improved engagement and retention outcomes.
- Developed data-driven business insights and performance reporting approaches using customer behavior analysis, translating complex datasets into actionable recommendations aligned with marketing and growth objectives.