# AADITYA RAJ MEHTA

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## EDUCATION

**New York University, College of Arts and Sciences** — **New York, NY**
*B.S. in Economics and Mathematics, Minor in Data Science* — *Expected May 2021*
**GPA:** 3.33/4.00 | **Honors and Certifications:** NYU CAS Scholarship (2017 – Present), Presidential Scholar (Spring 2018, Fall 2017)
**Coursework:** Strategic Decision Theory, Data Structures, Mathematics of Finance, Econometrics, Economics of Innovation, NLP

- **Mathematics of Finance Project:** Found minimum variance portfolio and calculated the weights, returns, and risks on the efficient frontier; reproduced findings using exponentially weighted moving average covariance matrix with varying lambdas

**IBM AI Engineering Specialization** — **Jul 2020 – Sep 2020**

- 6 course developmental program for learning to implement machine learning algorithms (e.g. regression and classification) and build deep learning models/convoluted neural networks using libraries such as Keras, PyTorch, TensorFlow, scikitlearn, and Apache Spark

## PROFESSIONAL EXPERIENCE

**Seneque USA** — **New York, NY**
*Dietary Supplement Company – Business Developer* — *Nov 2020 – Present*

- Design and implement dashboard with Shopify and Google Shopping APIs to access data; goal is to easily monitor growth of company
- Critique and expand digital marketing strategy focusing on top of consumer funnel through A/B testing of ads on Facebook platforms

*Dietary Supplement Company – Junior Business Developer* — *Aug 2019 – May 2020*

- Analyzed expansion into pet supplement market, validated pain point and found no direct competitors, projected 25% profit increase
- Automated data pipeline for SEO and competitive landscape analysis to quantify sources of risks and value in go-to-market strategy; accelerated time needed for analysis by 2x, which led to faster reactions to market changes
- Defined marketing strategy to convert users of competitor products by analyzing 500+ social media posts in anti-aging groups

**Product + Data Consulting** — **New York, NY**
*Startup Consultant* — *Jun 2020 – Sep 2020*

- B2B startup - led shift to data driven decision making, resulted in transition to SaaS model with 5% increased revenue in first month
- Staffing startup - wireframed and prototyped calendar feature to schedule shifts automatically; reduced need for manual staffing by 10%
- B2B startup - defined 10 use cases and user stories in new vertical for NLP startup to plan new market penetration strategy

**Fleeting** — **New York, NY**
*Trucking Startup – Product Analyst Intern* — *Jun 2018 – Aug 2018*

- Established an Agile environment using Airtable, emphasized bottlenecks in product development and reduced meeting time by 25%
- Examined product-market fit by running a beta-test recruitment and marketing cycle on Indeed, resulted in 300+ applications in 5 days
- Implemented a driver waitlist in conjunction with engineering and design teams, gained 50+ signups in 3 days; further interactions with drivers provided data on pain points and needs, data was essential to perfecting the driver acquisition strategy

**Upright NYC** — **New York, NY**
*Startup Consulting – Product Intern* — *Mar 2019 – Aug 2019*

- Developed product roadmap and go-to-market strategy; exceeded client expectations by aligning user stories with organizational vision
- Defined information flow and created social media presence on platforms with most active high-target users, led to contract extension

## LEADERSHIP EXPERIENCE

**Strategic Venture Society** — **New York, NY**
*NYU Venture Capital Club – Venture Analyst* — *Sep 2018 – Present*

- Analyze early-stage startups in Ed-tech, Health-tech, and transportation, to determine whether they are worthwhile investments
- Pitched Innovaccer, then a series A startup, because of its data-driven platform which saves time and money for hospitals while consumers experience quality healthcare with less unessential costs; currently work with 37k providers and have closed $70M series C
- Host competition focusing on product design to enhance User Interface/User Experience and product development skills

**BUGS** — **New York, NY**
*Open-Source Club – Project Lead + COVID Response Team Leader* — *Dec 2018 – Present*

- Drive decisions in E-board and manage $2,000 budget to grow NYU open-source community through teaching Git and hosting talks
- Surveyed 70+ members to reformat meeting style and changed meeting style to be Zoom friendly, led to 50% increase in attendance
- Expanded contribution to open-source at NYU by hosting monthly coding days, increased main-meeting attendance by 10%

**World Faith International** — **New York, NY**
*Service through faith – Chapter President* — *Dec 2020 – Present*

- Collaborate with other NYC non-profits to benefit less affluent areas of Brooklyn and Manhattan by leading events with 15+ members
- Create impact vs funding model using financial records of events to improve budget allocation and reorganize event prioritization

## SKILLS & INTERESTS

**Technical Skills:** Microsoft Suite (Excel, PowerPoint, Word), Java, R, SQL, Python, Tableau, Figma, PowerBI, HTML5, CSS3
**Languages:** Hindi (Native), French (Proficient), English (Fluent)
**Interests:** Blackbear, French Toast Connoisseur, Electric Scooters, Hole-in-the-wall restaurants, Centr, Mangos, How I Met Your Mother