

# Devan Velji

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## EDUCATION

### UNIVERSITY OF CALIFORNIA, SAN DIEGO

La Jolla, CA

*B.S. Mathematics & Economics, Minor: Marine Sciences / Provost Honors*

Expected March 2026

Coursework: Econometrics, Financial Investments, Market Design, Probability, Stochastic Processes II, Linear Algebra

### UNIVERSITY COLLEGE LONDON

London, UK

*Study Abroad Program*

June 2023 - August 2023

## PROFESSIONAL EXPERIENCE

### BUTTERFLYMX

New York, NY

*Data Analytics Intern*

July 2025 – September 2025

- Refactored 30+ legacy dbt models for internal metric tracking using SQL and Jinja templating, optimizing query structure and materialization methods; cut monthly compute costs by 15% and total dbt model runtime by 12%
- Designed Sigma dashboards for 3 product launches, tracking growth metrics and directly informing decision making. Produced numerous ad hoc reports using Python and SQL for product, sales, and finance teams
- Developed a Generative Engine Optimization model tracking brand perception in LLM responses using programmatically generated queries; uncovered strategic content gaps, providing actionable insights for marketing team to improve AI-driven customer acquisition. Led to a 34% increase in mention rate post-deployment

### TEQUILA FORTALEZA

Rancho Santa Fe, CA

*Business Operations Intern*

August 2024 – Present

- Automated Excel report creation for sales and marketing teams using Python and VBA, saving ~15 hours per week
- Executed 14 quarterly retreats to Tequila, Mexico, hosting 1000+ total attendees, to showcase distillery operations and strengthen relationships with distribution and industry partners as a primary marketing initiative
- Overhauled and automated operational workflows by introducing an inventory allocation tracking system, reducing manual errors by 85%, cutting processing time by 5+ hours per week, and enhancing management communication

### UCSD DEPARTMENT OF ECONOMICS

La Jolla, CA

*Research Assistant*

September 2023 – June 2025

- Built an integrated database combining survey data from 22 Sub-Saharan African countries with historical rainfall and hospital proximity metrics to enable novel health outcomes research
- Applied econometric models in R and Python to quantify the causal impact of prenatal care accessibility, finding a 15% reduction in rural infant mortality and improving predictive model accuracy by 40%
- Designed and implemented a modified Top-Trading Cycles algorithm for student course allocation, ensuring strategy-proofness, preserving student priorities, and maintaining Pareto optimality
- Modeled algorithm rollout scenarios, projecting a 3+ hour average reduction in student course registration time per semester and streamlined resource allocation to minimize faculty response burden

## LEADERSHIP EXPERIENCE

### UCSD SUSTAINABLE INVESTMENT GROUP

La Jolla, CA

*Director of Quantitative Research*

January 2024 – Present

- Directed a team of 35 in performing fundamental analysis and developing medium-term stock growth forecasts
- Designed integrated models—including a climate-adjusted CAPM to assess carbon intensity and climate policy risk on stock returns, alongside ESG metrics evaluations on company performance
- Mentored team members in creating visually compelling stock pitches, resulting in 32 presentations that showcased innovative investment theses to panels of regional industry professionals

## ADDITIONAL INFORMATION

**Technical Skills:** R, Python, Stata, Microsoft Office, Excel, MATLAB, SQL, dbt, Snowflake, Sigma, Jinja

**Certifications:** Ham Radio General Class License (FCC Element 3) – Callsign: KM6LUX

**Competitions:** UCLA American Statistical Association Data Fest (2022, 2025)

**Other Activities:** Triathlons, Surfing, Formula 1, DJing House & Techno Music, Prediction Markets