

KAVYAPRANATI PRATAPA

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EDUCATION	UNIVERSITY OF MICHIGAN SCHOOL OF INFORMATION Bachelor of Science in Information, Concentration in Information Analysis • GPA: 3.82/4.00 • University Honors Recipient Fall 2017 - Winter 2020 • Recipient of William C. Ford Jr. Scholarship - September 2018 Stephen M. Ross School of Business Minor in Business Administration, May 2021	Ann Arbor, MI May 2021
EXPERIENCE	DELOITTE CONSULTING LLP Business Technology Summer Scholar • Collaborated with other interns on a pro-bono consulting project to help the client develop a high-level business strategy for navigating the pandemic landscape • Gained exposure to the consulting industry through mentorship from company leaders and company sponsored coursework	Detroit, MI July 2020
	REVIVE CONSULTING+ Marketing Analytics Intern • Integrated Google Analytics and Tableau to develop data-based recommendations of client preferences and track user engagements on company website. • Designed user-friendly content for the company's website, including a thought leadership section that increased user engagement by 15% • Optimized content on company website to adhere to SEO best practices, helping to improve the sales pipeline and increase revenue	Miami, FL May 2020 - Present
	ONEMAGNIFY Human Capital Academic Consultant • Partnered with OneMagnify through the 'Magnify Immersion Program' at the University of Michigan to gather and provide insights into further strengthening the company's organizational culture, particularly during periods of difficulty or transition • Diagnosed areas of strengths and improvement in company's existing organizational culture, developing a set of data-based recommendations that leveraged principles of Positive Organizational Scholarship	Ann Arbor, MI Jun 2020 - Jul 2020
	DENISON CONSULTING Business Development Intern • Re-designed and developed user-friendly content for company's website, including an optimized registration page for marketing webinars, increasing user engagement rate by 20% • Engineered a methodology utilizing Google Analytics and Tableau to track user engagements and preferences on company website, creating a tangible way for the company to utilize data in defining and improving their marketing strategy. • Created and designed marketing collateral articulating company research and case studies using the Adobe Product Suite to generate interest in company services amongst both prospective and current clients	Ann Arbor, MI Mar 2019 - Jun 2020
	MEDIA & CONFLICT RESEARCH LAB Undergraduate Research Assistant • Managed over 300 participants to collect meaningful data through Qualtrics surveys for a study on the correlation of online incivility and race • Evaluated data using SPSS to extract important trends observed in the experiments, providing greater insight on the impact of online incivility on our society	Ann Arbor, MI Sept 2018 - May 2019
SKILLS & LEADERSHIP	• Computer Languages: Python, R, SQL, HTML/CSS, C++ • Tools/ Utilities: Tableau, SPSS, PowerBI, Adobe Product Suite, Zoho CRM, Hubspot CRM, Wordpress CMS, Duda Website Builder, Google Analytics, MS-Office • Activities: Treasury & Marketing Chair of LETSI at the School of Information, Member of Michigan Sahana, Member of Wolverine Sales Club	