

TUSHAR JAIN

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EDUCATION

B.A. DATA SCIENCE, UNIVERSITY OF CALIFORNIA – BERKELEY, (2017 – 2021)

[GPA: 3.310]

B.A. OPERATIONS & RESEARCH MANAGEMENT – BERKELEY, (2019 – 2021)

- Domain Emphasis – Business Administration and Industrial Analytics
- Minor: Computer Science, 2017 -2021 | Certificates: Entrepreneurship & Technology, Design Innovation.
- Coursework: *Probability for Data Science, Product Management, Creative Design, Data Structures & Algorithms, Advanced Business Decision Analytics, Financial Accounting, Discrete Mathematics & Probability, Artificial Intelligence, Machine Learning*

EXPERIENCE

SEDA ATHLETICS, BERKELEY, CALIFORNIA

Marketing and Operations Intern, May 2019 – Present

- Managing inventory & optimizing shipments for ecommerce websites and vendors including Amazon, Soccer.com and Shopify.
- Creating & tracking content on website and social media handles. Running paid marketing initiatives to gather new leads.
- Collaborating with international designers & manufacturers to launch a new line of products by August 2019.
- Leading a team of 3 interns under the CEO, to launch crowdfunding campaigns for initial traction & funding for a new product.

LIFEWORX HOLDINGS INC, BERKELEY, CALIFORNIA

Growth Marketing Manager, February 2019 – May 2019

- Redesigned website based on customer behavior data. Improving on usability, design and content creation.
- Worked with cross-functional teams (Product, Sales) to establish growth strategies to support Lifework's traction goals.
- Utilized paid search, SEO and PPC campaigns to improve conversion rates, qualify leads and increase digital brand presence.
- Built a python backed web-scraper to analyze market-conditions and competitor data based on keywords and site metadata.

CRISPTHAT.COM, OAKLAND, CALIFORNIA

Campus Ambassador (UC Berkeley), March 2019 – May 2019

- Presented an elevator pitch for tech rental in targeted classes and relevant campus organizations.
- Initiated a peer referral & influencer program to engage maximum student population within a short span of time.
- Published call to action posts on university groups & pages with incentives to attract students in off-season.

PROJECTS

PORTFOLIO MANAGEMENT

Predictive Analyst, May 2019 – July 2019

- Predicted 6-month returns for investments made in over 3000 companies using Neural Nets and Support Vector Machines.
- Applied descriptive statistics, cluster analysis and PCA to explore & optimize business decision results via data visualization.

NEUROGUARD

Founder, January 2019

- Implemented the agile product development process to devise a mock business-plan for a 'Brain Tumor Tracking Device'
- Conducted market research on potential user segments & forecasted the possible target backed with data analysis.
- Developed an effective market strategy and revenue model to pitch to UCSF mentors and investors.

ACTIVITIES

CAL CRICKET ASSOCIATION, UC BERKELEY

Social Media Manager & Professional Player, August 2018 – Present

- Established Cal's first cricket team & Organized weekly practice throughout the semester for 22 students.
- Spear-headed a crowdfunding campaign to raise \$3000 to make the club eligible for regional championship.

JAIN STUDENTS ASSOCIATION, UC BERKELEY

President, May 2018 – May 2019

- Leading a spiritual community on campus presence to foster the culture & values of Jainism for members & society.
- Developing and implementing cohesive strategies to increase club awareness & raise funds for charities in the Bay Area.

TECHNICAL SKILLS

Languages & Software: *Java, Python, R, SQL, HTML, CSS, JS, Photoshop, Illustrator, InDesign, (English, Hindi, Spanish).*

Business Skills: *PowerPoint, Excel, Google Analytics, Google Score, AdWords, Facebook Ads, SEO & Metric Tracking.*