**Bhavika Ailawadi**

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**EDUCATION**

**University of California, San Diego | San Diego, California** Sep 2023 – Jan 2027

*Bachelor of Science in Math-Econ & Bachelor of Arts in South-Asian Studies and Design*

● **GPA:** 3.86

● **Relevant Coursework:** Principles of Macroeconomics & Microeconomics, Microeconomic Theory, Calculus-I & II,

Linear Algebra, Data Analytics in Social Sciences, Root-Cause Analysis, Designing Growth Strategies, Social Justice in South Asia, Public Speaking, Economics of Discrimination, Product Management

●**Activities:** South-Asian Initiative, Women in Business, SKY Wellness Club, SUMS, CALPIRG, TedX, UCSD Strive

**PROFESSIONAL EXPERIENCE**

**Heal Cycle | Delhi, India** October 2024- Present

*Product Management Intern*

● Conducted research and user interviews to identify women’s health challenges, creating actionable insights and user personas.

● Designed engagement campaigns and partnered with medical professionals to enhance outreach and diversify data collection.

**Liamtra | Delhi, India**  Jun 2024 – Aug 2024

*Business Analyst Intern*

● Collaborated on Liamtra’s Global Outreach Strategy and Samago CRM, driving a 10% revenue growth in targeted

regions after a thorough market analysis of expansion strategies.

● Spearheaded the Customer-Retention Program, developing effective strategies to enhance retention and loyalty.

● Gained hands-on experience in market analysis, strategic planning, and CRM optimization, enhancing my problem-solving and data-driven decision-making skills.

**The Founder Series | New Haven, Connecticut** Mar 2024 – July 2024

*Business Development Intern*

● Secured strategic partnerships and expanded TFS’s network, driving cross-industry collaborations, and market growth.

● Analysed growth metrics and crafted forward-looking strategies, fueling sustainable expansion and enhancing shares.

**LEADERSHIP EXPERIENCE**

**UCSD Business Council , UC San Diego | San Diego, California** Dec 2024 – Present

*Vice President DEI*

●Led initiatives to promote diversity, equity, and inclusion, fostering an inclusive environment and ensuring diverse representation in organizational activities and decision-making.

**South-Asian Initiative, UC San Diego | San Diego, California** Sep 2024 – Present

*Student Coordinator*

● Organize engaging events such as workshops, seminars, and faculty mixers, fostering community and driving

record-breaking attendance.

●Manage newsletters, website, official communications, and student inquiries, ensuring seamless program logistics.

**Women in Business, UC San Diego | San Diego, California** Mar 2024 – Present

*External Events Chair*

● Successfully advanced from Member to External Events Chair, catering to an organization of over 250 members.

● Organise WIB’s most awaited conferences like SheSpeaks, Annual Winter Conference, and Networking Events.

**SKY Wellness Club, UC San Diego | San Diego, California** April 2024 – Present

*Project Coordinator & Outreach Committee Lead*

● First-ever spiritual growth organization for undergrads cultivating the practice of meditation as a way of life.

**ADDITIONAL INFORMATION**

**Languages:** English, Hindi, French (intermediate), Punjabi (conversational)

**Technical Skills:** Excel, Figma, Jira, Microsoft Office, Canva, Python (Beginner)

**Interests:** Product Development, Policy Making, Food Anthropology, Kathak, Improv Theatre