

# AASHNA JAIN

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## EDUCATION

### UNIVERSITY OF PENNSYLVANIA – THE WHARTON SCHOOL

*Candidate for Bachelor of Science in Economics*

Concentrations in Business Analytics and Business Economics & Public Policy

Minor in Computer Science in the School of Engineering and Applied Sciences

- Cumulative GPA: 3.78/4.00 | Dean's List 2017-2018, 2018-2019
- Activities: Digital Analytics (OIDD 245) Teaching Team, Intermediate Macroeconomics (FNCE 101) Teaching Team, Harnwell College House

Philadelphia, PA

*Graduating May 2021*

## PROFESSIONAL EXPERIENCE

### CORNERSTONE RESEARCH

*Summer Analyst*

New York, NY

*June 2020 – August 2020*

- Conducted data analyses and literature reviews to highlight pro-competitive effects of the T-Mobile - Sprint merger
- Created data builds and exhibits to help estimate damages in an antitrust lawsuit against a hospital chain
- Performed validation analyses for a report about class action filings corresponding to SEC enforcements

### THE WHARTON SCHOOL, MARKETING DEPARTMENT

*Research Assistant to Dr. Pinar Yildirim*

Philadelphia, PA

*June 2019 – August 2019*

- Assisted in reviewing and finalizing a peer-reviewed paper published in the National Bureau of Economic Research
- Cleaned, collected and analyzed data for research on the role of informational networks in spreading collective action
- Prepared documentation for code and processes used to perform network graph analysis

### LIWWA, INC.

*Business Analyst*

Amman, Jordan

*June 2018 – August 2018*

- Created data-driven customer profiles which increased P2P SME lending user engagement by 15% within the month
- Spearheaded a marketing campaign that reached 6000 investors to educate users about regional investment
- Developed an index product of 300 P2P loans from the company's debt portfolio to sell to institutions

## LEADERSHIP EXPERIENCE

### WHARTON ANALYTICS FELLOWS

*Analyst*

Philadelphia, PA

*Aug 2019 – December 2019*

- Developed data-driven solutions to increase visitors to the Barnes Foundation, an art museum in Philadelphia
- Combined customer, census and industry data to create customer segments and understand value drivers
- Identified key customer segments and formulated customer acquisition strategies

### PHILOMATHEAN SOCIETY

*Treasurer (previously Second Censor)*

Philadelphia, PA

*March 2018 – Present*

- Raised \$40,000 in grants to organize academically oriented events attended by 2500 community members
- Organized over 60 lectures, panels and workshops with various academics and experts including US poet laureate Tracy K. Smith and the Taiwanese Ambassador to the United States
- Revamped the financial tracking systems of a non-profit corporation to make them more efficient

### THE DAILY PENNSYLVANIAN

*Analytics and Marketing Liaison*

Philadelphia, PA

*January 2018 – August 2018*

- Developed a revenue and marketing plan for the university's student-run newspaper spanning promotional merchandise sales, a social media marketing strategy, and sponsored-content creation that generated \$6000 in a year
- Collaborated with the web development team to increase digital advertisement revenue by targeting and improving metrics such as viewability and cost per impression to meet industry standards

## SKILLS & INTERESTS

- Technical Skills: R, SQL, Python, Google Analytics Suite, LATEX, Java, OCaml
- Languages: Hindi, Gujarati
- Interests: Economic history, urban planning, hiking