

AASHNA JAIN

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EDUCATION

UNIVERSITY OF PENNSYLVANIA – THE WHARTON SCHOOL

Philadelphia, PA

Candidate for Bachelor of Science in Economics

Graduating May 2021

Intended Concentrations in Business Analytics and Business Economics & Public Policy

Computer Science minor

- Cumulative GPA: 3.77/4.00 | Dean's List 2017-2018, 2018-2019
- Activities: Digital Analytics (OIDD 245) Teaching Team, Intermediate Macroeconomics (FNCE 101) Teaching Team, Harnwell College House

FOUNTAINHEAD SCHOOL

Surat, India

International Baccalaureate Diploma Program

May 2017

- IB Points: 41/45
- SAT: 2240/2400 (SAT Math: 730 | SAT Verbal: 760 | SAT Writing: 750)

PROFESSIONAL EXPERIENCE

THE WHARTON SCHOOL, MARKETING DEPARTMENT

Philadelphia, PA

Research Assistant to Dr. Pinar Yildirim

June 2019 – August 2019

- Assisted in reviewing and finalizing a 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.

Amman, Jordan

Business Analyst

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

VYARA TILES, Pvt. Ltd.

Surat, India

Business Development Intern

June 2017 – August 2017

- Evaluated various online distribution channels to develop the construction materials company's B2C presence
- Devised a business plan to commoditize the customized in-house ERP software
- Launched a branding campaign for the company's 50th corporate anniversary that targeted over 2000 suppliers and customers

ACCESS ASSET MANAGERS

Mumbai, India

Private Equity Intern

June 2016 – July 2016

- Analyzed various industries and business models for investment by the small-mid cap private equity fund
- Worked on due-diligence for an insurance brokerage company that was eventually funded by the firm

LEADERSHIP EXPERIENCE

PHILOMATHEAN SOCIETY

Philadelphia, PA

Treasurer (previously Second Censor)

March 2018 – Present

- Remodeled and executed reporting and budgeting systems for Pennsylvania's first registered non-profit corporation that has a \$150,000 endowment trust
- Raised \$40,000 to organize over 60 academically-oriented events that were attended by 2500 students, faculty and community members
- Invited and hosted lectures, panels and workshops with academics and diplomats, such as Michael Gazzaniga and the Ambassador of Taiwan

THE DAILY PENNSYLVANIAN

Philadelphia, PA

Analytics and Marketing Liaison

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 over \$6000
- 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

- Technical: Python, SQL, Tableau, R, LATEX, Java, OCaml, JMP, Google Analytics Suite, Excel, PowerPoint
- Languages: English, Hindi, Gujarati

INTERESTS

- Economic history, urban planning, hiking