

Abhinav Anand

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EDUCATION

University of California, Berkeley May 2021 (Expected)
B.S. Computer Science & B.A. Public Health GPA: 3.63

- Honors: Dean's Honors (top 4%), Cal Leadership Award (top 6%), PWC Fiercest Competitor Case Comp (2nd Place)
- Relevant Coursework: Computer Architecture, Data Structures, Algorithms, Discrete Mathematics, Data Science

PROFESSIONAL EXPERIENCE

AlphaVoice San Francisco, CA
Data Analyst Intern June 2019 - Present

- Built and automated robust scripts (Python and Selenium) to crawl, obtain, and clean large datasets from websites
- Modeled pertinent insights by building an effective database to store and query data in PostgreSQL and Django
- Used Sketch and JavaScript to model and create client-oriented web pages to house essential information

Adidas Portland, OR
Freelance Consultant May 2019 – Present

- Worked with the Global Product Marketing Director on entrance and growth strategies into the eSports industry
- Prototyped a transformed product through an UI/UX redesign of the Adidas website, app, and social media presence
- Synthesized a product development strategy and partnership management strategy geared towards attracting and retaining young adults, based on insights from industry trends and primary research from individuals and companies

Adaptive Insights, A Workday Company Palo Alto, CA
Sales Operations Intern June 2018 – August 2018

- Analyzed the distribution of accounts across Sales Representatives for regional Vice Presidents with the intent of avoiding “feast or famine” relationships, suggesting significant changes in workload balances for Sales Representatives
- Developed a Quarterly Revenue Forecasting Tool (VBA) that accounted for pipeline analysis, past company performance, and departmental benchmarks in order to identify areas of concern

LEADERSHIP AND EXTRACURRICULARS

Berkeley Business Society San Francisco, CA
Pro-Bono Project Manager January 2019 – Present

- Partnered with TED Conferences' Product team to identify key factors barring collegiate students from entering the sales funnel and to direct future development towards generating cross-platform repeat visitors
- Lead 6 consultants in evaluating TED's current market performance, conducting primary research, and in evaluating quantitative data to determine the most effective measures of community engagement

Marketing Strategy Consultant August 2018 – December 2018

- Analyzed primary research on the college student demographic at UC Berkeley in order to establish an adoption curve and develop product-focused marketing strategies for Adidas to become a greater competitor in the collegiate sphere
- Proposed a method to reconcile in store and online shopping experiences through intelligent customization and product rebranding to increase consumer lifetime value and net promoter score, culminating in a 20-page report

Pro-Bono Strategy Consultant January 2018 – May 2018

- Developed a database for the Small Island Developing States through secondary research for the United Nation's Development Program to increase awareness about the Sustainable Development Goals of 2030.
- Generated digestible, focused informational pamphlets through Adobe InDesign, Adobe Photoshop, and PowerPoint

SKILLS AND INTERESTS

Technical Skills: MS Excel (Strong), Python (Strong), NumPy (Strong), VBA Macros (Strong), Salesforce CRM (Strong)
Interests: Teaching, Haircutting, Golden Retrievers, Camping, Hiking, Vista Points (North Bay), Cooking, Spikeball