

Pranshu Srivastav

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Education

Georgia State University, J. Mack Robinson College of Business

Atlanta, GA

Dual - MBA/MS in Data Science and Analytics GPA 4.15 / 4.30

May 2023

- Relevant Coursework: Financial Accounting, Corporate Finance, Financial Modeling, Statistics and Quantitative Analysis

National Institute of Technology, Kurukshetra

Haryana, India

Bachelor of Technology, Electronics and Communication CGPA 8.34 / 10

December 2018

Professional Experience

Career Advancement Center, Georgia State University

Atlanta, GA

Merit Graduate Research Assistant

January 2021 - May 2021

Responsibilities: Data Analysis

- Analyzed data and created 10 reports concerning admissions and placements of undergrad and graduate students
- Revised data collection and storage methodology to evaluate 30+ Handshake queries and derive meaningful visualizations
- Conducted 3 virtual fairs to connect over 200 students to relevant employee industries facilitating growth in career paths
- Marketed 10+ events through social media channels and weekly newsletters to introduce students to opportunities

WanderOn Experiences Pvt. Ltd.

New Delhi, India

Project Manager

September 2019 - December 2020

Responsibilities: Sales, Marketing, Operations, UX Design, Product Management

- Played a vital role in the Operations for North and South Divisions by conducting 100+ trips
- Captained 100+ group departures in North and South India to build brand presence
- Facilitated Marketing Strategies Using Google Marketing, Social Media Marketing to generate 10k+ leads
- Designed the UX for 2 websites: WanderOn and Workcations to bring traffic and produce revenue
- Augmented market capital and generated revenue worth \$70,000

Accenture Pvt. Solutions Ltd.

Bangalore, Karnataka

Senior Software Engineer

September 2018 - September 2019

Responsibilities: Middleware Software Development for T-Mobile (Deutsche Telekom)

- Developed multiple features namely Hard and Soft Factory Reset and BLE as G4 set top box features
- Designed TMW stack for G5 generation boxes through software transitioning to produce a 320-module stack
- Coded 6 bash scripts to automate development process and easier deployments

Honors & Leadership Activities

- Member, Panthers Immersion Program - Panthers on Wall Street Cohort'21
- Marketing Head - Society for Diversity, Equity and Inclusion in Business
- Bloomberg Certification: Bloomberg Market Concepts
- Financial Modeling Foundations Certification by NASBA
- Truist Emerging Leaders Certification
- Community: President, Enactus NIT Kurukshetra'16
- Committee member (Sponsorship), Confluence'15,'16, '17 and Techspardha'15, '16

Extracurricular Activities & Interests

- Interests: Photography (Work selected for NatGeo Traveller India), Trekking, Biking, Camping, Reading, Music
- Technical: Bloomberg Terminal, Tableau, Excel (pivot tables, graphs, modeling), Powerpoint, Adobe XD, Photoshop, Illustrator, SQL, C/C++, Python, R
- Sports: Cricket (played in High School Team), Soccer, Table Tennis, Badminton
- Latest Reads: Sapiens, Zero to One, Atomic Habits, Design of Everyday Things, A Thousand Splendid Suns