Eshita Banerjee

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EDUCATION

Carnegie Mellon University   **May 2021**
B.S. in Computer and Information Systems
Pursuing Additional Major in Human-Computer Interactions
Minor in Business Administration
GPA: 3.66 // Dean's List High Honors
Relevant Coursework: Principles of Imperative Programming, Programming Usable Interfaces, Application Design and Development, Database Design and Development, Methods for Statistical Data Science, Designing Human Centered Software, Interaction Design Overview, Service Design, Communication Design Fundamentals

SKILLS AND TOOLS

Programming Languages: Python, C, HTML/CSS/JavaScript
Data Analysis: SQL, R, MongoDB, JMP, Microsoft Excel
Design: Adobe: Illustrator, InDesign, xD, Photoshop; Sketch, Figma, User Research, Journey Mapping, Persona Analysis, Storyboarding, Wireframing, Prototyping
Other Tools and Technologies: Cognitive Tutoring Authoring Tools, JS Nools, Jupyter Notebook

EXPERIENCE

Enterprise Data Management Intern at Glassdoor   **May 2019 - August 2019**
• Set up a new lead and contact dedupe logic and system using leading tools
• Cleaned up the sales CRM to make it more reflective of the marketplace today using leading tools to execute multiple functions on database systems
• Audited a series of Enterprise accounts for accuracy and completeness merged and removed old and duplicate accounts
• Analyzed and compared field level data of matched records from multiple databases using Salesforce CRM for reporting and record management

President of American Marketing Association Consulting Committee   **May 2018 - Present**
Client 1: Comyoot
• Led four teams—Design, Marketing, and 2 Research Teams—for consulting projects involving UI/UX Design, Social Media/Email/On Campus Marketing, and Small Business and Recruiting Agency Research
• Managed communication channels between three parties—Comyoot employees, AMA Board, and four teams
• Recruited all consulting team members and directed all weekly meetings with Consulting Teams
Client 2: Makomi
• Managed social media platforms and created content for email marketing campaigns
Client 3: Strong Women Strong Girls (Pro-Bono)
• Led three teams—Data Analytics, Marketing, and Research—for pro-bono consulting projects
• Created and hosted an event for SWSG Marketing on CMU's Campus

Executive Project Leader for Product Design Research at Expii   **August 2017 - June 2018**
• Analyzed data on consumer preferences to create a new logo, advertisements, and color schemes
• Conducted user research to create a virtual robot on website
• Led UX testing on iterations of the website using methods like Think Aloud's

Director of Logistics and Mentor at Moneythink   **April 2018 - Present**
• Planned and organized a campus wide financial literacy annual hackathon, Finnovation
• Organized the logistics of FBI clearances, chapter meetings, board meetings and all other Moneythink events
• Mentored local Pittsburgh high schoolers about financial literacy

IT Intern at Knodemy   **May 2016 - August 2018**
• Developed a 3D Printing curriculum
• Designed and coded a website platform for a hackathon

EXTRACIRRICULARS AND RELEVANT AWARDS

Fellow for Accenture Student Empowerment Program, Ambassador for Adobe Inc., Java Development Intern for YCPC, Case Competition for Mary Kay Inc., JV Team Captain for Water Polo, Team Captain for Technovation, First Place International Award for Marketing Cluster in DECA, Chapter President of Girls Who Code, Founder of Accuracy and Precision Learning -- Raised $5000, Member of Business Technology Club, Member of Undergraduate Entrepreneurship Association, Member of Introductory Finance Society