

# Anushka Reddy

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## Education

**Babson College, School of Business**

**Candidate for Bachelor of Science; GPA: 3.67**

**Babson Park, MA**

**Expected May 2021**

- Areas of Interest: Finance and Business Administration
- Relevant coursework: Intro to Accounting, Foundation of Management and Entrepreneurship

## Experience

**Chief Executive Officer**

**KareKit**

**Babson Park, MA**

**August 2017-Present**

- Elected CEO for a 12 member student start-up company which specializes in selling children's comfort kits to Wellesley town parents
- Set an agenda and delegate tasks to the Marketing, Information Technology, Sales, and Finance branches of the company to ensure productivity
- Prepare spreadsheets and statements related to company's investments, inventory and cash budget to monitor financial stability
- Foster relations with nonprofits on the ground to help distribute comfort kits to victims of the Hurricane Harvey natural disaster

**Financial Intern**

**Atlantic Systems**

**Wall Township, NJ**

**Summer 2016-2017**

- Prepared and presented reports using excel and internal data to analyze trends and create strategy recommendations related to the company's overall financial performance
- Designed a marketing campaign to promote new software through direct mail to 2,000+ potential customers and generated over 500 new leads

**Marketing Intern**

**Kwok and Daniel LP**

**Houston, TX**

**Summer 2016**

- Designed a visual model for the firm's website to account for better brand awareness
- Researched and analyzed competitors' marketing strategies in the local area

## Leadership & Activities

**Vice President of Communications Chair**

**Babson AMAN Club**

**Babson Park, MA**

**Fall 2017-Present**

- Plan a South Asian fashion and dance show to raise cultural awareness on campus
- Communicate with 100+ members through email to maintain accountability for meetings

**Founder and President**

**East Brunswick High School Hindu Club**

**East Brunswick, NJ**

**Fall 2014-2016**

- Led club of 50 members to educate the student body on Hinduism and religious acceptance
- Planned events in school that would promote diversity and inclusion

**Captain**

**East Brunswick Soccer Club**

**East Brunswick, NJ**

**Fall 2015-Spring 2017**

- Led practices for 19 team members and planned team activities to ensure cohesiveness

## Skills and Interests

**Computer:** MS Office MS Powerpoint MS Excel Weebly Google Analytics

**Language:** Spanish (intermediate) Telugu (fluent) English (fluent)

**Interests:** Travel, Reading, Photography

