JONATHAN SHAMWANA

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EDUCATION

Minerva University   **San Francisco, CA**

BSc, Computer Science and Arts & Literature (Double Major)   Spring 2026, GPA: 3.8

- Led a team of 5 student consultants (for SF Art & Film) to organize recurring networking events that hosted 10+ leaders of arts organizations. Leveraged [Miro boards](#) to create timelines and delegate tasks.
- Product Management [portfolio](#). Highlights: AI-generated bedtime stories for African children; Ecommerce website for digital fashion products; Data analysis of police shootings in the US.

WORK EXPERIENCE

Minerva University   **San Francisco, CA**

Event & Experience Design Intern   May 2023 – Aug 2023

- Created an algorithm that sorts the 23/24 Freshman class into "Legacies." Saved my manager approximately 9 hours of manual sorting per year, and increased the *diversity score* of Legacies by 50%.
- Analyzed student feedback to design more effective (increased attendance rate & self-reported enjoyment) events across the university's 7 cities.
- Leveraged Asana to work cross-functionally with senior management and partnering organizations, successfully completing my projects ahead of schedule.

Freelance   **Remote**

Email Copywriter   Mar 2022 – Aug 2022

- Performed market research (using tools like SimilarWeb and Google Trends) to generate new email campaign ideas for six different clients.
- Audited their Klaviyo accounts to evaluate email "open rates", and find opportunities for retargeting and upselling customers. Used these insights to design new 'Welcome' and 'Add-to-cart' funnels.
- With CatGenie, the new welcome funnel generated an additional £ 6,000 of revenue in month one.

Arno Media   **Remote**

Social Media Marketer   Apr. 2021 – Aug. 2021

- Managed £ 10,000 in monthly ad spend across three ecommerce businesses.
- A/B Tested Facebook and Google ad campaigns, and used the resulting data to iterate on ad copy and overall messaging, or suggest product improvements.
- Achieved a Return On Ad Spend as high as 14x for three companies (DogRobes, Squintea, and Ruffwear).

LEADERSHIP & AWARDS

- Founder & Project Manager of the Speakers Society. A public speaking society with 40+ members.
- Generated 10,000+ unique visitors on my [Medium](#) and blog.
- 'Coupland Maths & Physics' scholarship (pool of 200+ candidates) given a mean exam result of 98%.
- Host of the [Humans of Minerva](#) podcast, a podcast with 10,000+ listens to date.

TECHNICAL SKILLS

- Software development & Data Analysis: Python (SQL, Flask, NumPy, Pandas etc.) HTML, & CSS.
- Machine learning: building learning models for prediction and classification.
- Agile project management: SCRUM & Asana.