

# JONAH BERMAN

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## EDUCATION

### Northwestern University

Bachelor of Arts in *Data Science & Political Science*, Minor in *Business Institutions*

Evanston, IL  
Expected June 2026

- Cumulative GPA: **3.98/4.00** | Dean's List **6/6** Quarters
- Skills: Foundational Programming (Python/R/SQL), Excel, Spanish, Market Analysis, Accounting, Agile Methods
- Certifications: Scrum Master PSM1, Microsoft Azure AZ-900 (cloud computing), Bloomberg Market Concepts

## PROFESSIONAL EXPERIENCE

### Perplexity, Chicago, IL

Growth Strategist

September 2024 – March 2025

- Chosen as 1/3 students at NU to head university growth operations for Perplexity, an AI search engine valued at \$3B
- Allocated \$10k cash investment to deploy strategically & met goal to earn 1 year of free subscriptions for 22k students

### Subconscious.AI, New York City, New York

Strategy & Business Development Analyst

May 2024 – August 2024

- Drove 500% increase in enterprise users by architecting a trial-to-paid pilot program and referral incentive structure
- Developed Product Requirements Document incorporating performance KPIs and OKRs for product success tracking
- Supported venture funding round by generating 5-year forecasted financial model and associated pitch materials, successfully securing \$2M in grant funding and cloud credits by distilling company data on 30 applications
- Reduced operating expenses by 15% through vendor renegotiations and tech stack audit to improve churn rate
- Negotiated over \$3M in Letters of Intent with several Fortune 500 enterprise clients, offering customized research
- Led competitive analysis of 5 AI research platforms using feature matrices and user reviews, finding key market gaps

AI Researcher (appointed Head of Human Baseline Research)

December 2023 – March 2024

- Precipitated a 20% increase in Spearman correlation between AI-generated and human responses through AI research
- These results were used as core evidence in a published study validating viability of AI-agent synthetic respondents
- Devised & executed study measuring the efficacy and bias of 6 LLMs in predicting human behavior; published results
- Doubled Human Baseline Research output from 150 to 300 studies replicated by automating experimentation pipeline
- Engineered Python scripts to generate experimental dataset permutations; ran permuted datasets through Weights & Biases and analyzed which permutations produced the strongest AI results to optimize LLM transcription method
- Developed quality assurance scripts and procedures, reducing replication errors by 15% and failed replications by 25%

### Department of Political Science, Northwestern University, Evanston, IL

Political Science Research Assistant

November 2022 – December 2023

- Selected out of 400 students to be rewarded \$4000 by James Druckman for the Baker Political Science Research Grant
- Spearheaded data collection, computational analysis, and multivariate regression modeling of demographic data over a 50-year span in Excel, uncovering insights for highly cited study linking Covid-19 deaths to car-safety policy
- Designed the survey functionality of an international study that would feature over 64 countries and 20k respondents
- Collaborated to build website for the CHIP50 project, a political civic research endeavor covered by the NYT and WSJ

## EXTRACURRICULAR & LEADERSHIP EXPERIENCE

### 180 Degrees Consulting, Evanston, IL

Project Leader

October 2023 – Present

- Chicago Philharmonic – Chicago-based non-profit orchestra with operating budget of \$2.5M per year:
  - Uncovered \$1M in potential savings for Chicago Philharmonic through income statement analysis
  - Identified underutilized contracted services as sole profitable revenue stream, driving strategic pivot
  - Orchestrated pipeline to funnel contracted services revenue into marketing, creating a growth flywheel
  - Curated data room by segmenting over 50k Chicago Phil patrons by age, race, and educational attainment
  - Enhanced patron retention through new concert offering recommendations predicated on demographic data
- Camp Kesem: – A national non-profit that offers camp experience for children of cancer patients:
  - Grew national net income by 15% through 5% increase in chapter levy reallocating to underfunded chapters
  - Advised formation of advisory boards for 130 chapters to standardize operational efficiency at chapter level

### Prelaunch Prompt Startup

Co-founder

May 2024 – Present

- Engineered 50 LLM prompts each over 1000 words to improve workflow for college students, procured waitlist of 100

## ADDITIONAL

- **Memberships:** Northwestern AI Club (VP of Events), Zeta Beta Tau (Director of Housing) Northwestern University Sailing Team (Capsizer), Northwestern Undergraduate Law Journal (Editor), Northwestern Sports Analytics Group
- **Interests:** AI, Classical Music, Chess, Fantasy Football, Film Theory, International Politics, Rock Climbing, Poker