

EDUCATION

University of California San Diego // B.S. in Data Science // Minor in Marketing // GPA 3.97

SKILLS

Data science concepts: A/B Testing, Linear regression, Probabilistic reasoning, Hypothesis testing, Natural Language Processing (NLP), Large Language Models (LLMs), Neural Networks, Data visualization, Representation learning

Software concepts: Data structures, Recursion, Heaps, Hash tables, Linked lists

Business concepts: Econometrics, Market research, SWOT, Social media analytics, Graphic design

Languages & tools: Python, Java, SQL, MySQL, R, HTML, Javascript, MATLAB, Jupyter, Pandas, Scikit-learn, Numpy, Scipy, Matplotlib, Pyspark, Pytorch, Spark, Tensorflow, Airflow, D3.JS, CSS, Tableau, AWS, Azure, Excel, Powerpoint

PROFESSIONAL EXPERIENCE

Franklin Templeton // Data Science Capstone Student // Sept 2023 - March 2024

Building a user-friendly micropayment channel with features to attract casual users, which will be pitched to management and peers. medhaupadhyay.github.io/Micropayment-Channel-Public-Website/

Zscaler // Data Science Machine Learning Intern // Jun 2023 - Sept 2023

Created a machine learning model to automatically detect and diagnose issues in the user experience to support the Zscaler Digital Experience (ZDX) team. Presented these insights to upper-level management and clients in order to pinpoint pressure points and inform business strategy.

Team One // Junior Strategic Data Scientist // Jun 2022 - Aug 2022

Worked with the Team One Data Science and Analytics team to analyze large datasets about potential customers in order to predict future trends. Presented these insights to clients in order to aid their marketing strategies. Also pitched original marketing ideas for Lexus to target Gen Z consumers.

Pacific Arts Movement // Digital Marketing Analyst // Feb 2022 - Apr 2022

Analyzed social media and sales analytics to track performance and engagement for all content in order to inform business decisions. Was also responsible for researching the latest trends in advertising and social media, and creating eye-catching and memorable content to promote the San Diego Asian Film Festival.

IEEE-HKN // National PR & Comms Committee Member // Dec 2023 - present

Member of the National PR & Comms Committee for Eta Kappa Nu (HKN), the honor society of the Institute of Electrical and Electronics Engineers (IEEE). Role involves creating and distributing marketing materials for international events such as conferences, award banquets, and career fairs. Also presented research-backed marketing guidelines and strategies to HKN chapters around the world.

NitroCompute // Customer Data Analyst // Jun 2021 - Sept 2021

Worked with NitroCompute engineers to analyze prospective customers that would benefit from cloud based migration, then reached out to these companies and facilitated their introduction to NitroCompute.

Content Creator // Social Media Influencer // Aug 2016 - present

Create and post content on personal social media accounts. Worked with brands such as [HappySocks](#), [Penguin Random House](#), [Halara Activewear](#), [L&ST Jewellery](#), [Santa Clara Valley Water](#), and more. Experienced with finding the right hashtags, figuring out optimal time to post, creating eye-catching graphics, writing concise but meaningful captions, using the latest social media features, and executing an effective social media marketing campaign on Instagram, Twitter, Facebook, TikTok, YouTube, and LinkedIn.

ON-CAMPUS EXPERIENCE

UCSD IEEE-HKN // Board Member // Jan 2023 - Jun 2024

Marketing Director for the Kappa Psi chapter of Eta Kappa Nu (HKN), the honor society of the Institute of Electrical and Electronics Engineers (IEEE). Student members are selected on the basis of scholastic standing, character, and leadership. Members provide free tutoring and host a variety of workshops and events to promote technical, professional, and academic development.

Triton Quantitative Trading // Founding Board Member // Sept 2023 - Jun 2024

Founding member of TQT, which is focused on educating students on quantitative trading and professional opportunities in the field. Role of Marketing Director involved creating marketing materials for various events. Secured sponsorship from Jane Street and will be hosting a university-accredited course: "Intro to Quantitative Finance".

The UCSD Guardian // Senior Staff Writer // Oct 2020 - Jun 2024

Wrote reviews on music albums and movies, opinion pieces on entertainment news, interviewed artists about their work, and researched the latest creative trends. Won second place in the San Diego Society of Professional Journalists college awards.

Seventh College at UCSD // Resident Advisor // Aug 2022 - Jun 2023

Managed team building and organizational duties for Seventh College Residential Life. Role included managerial responsibilities as well as planning, advertising, and executing large scale events.