

MEDHA UPADHYAY

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EDUCATION

University of California - Berkeley

Master's, Data Science

Jan 2026 - May 2027

University of California - San Diego

Bachelor's, Data Science

Oct 2020 - Mar 2024

GPA: 3.97

- Minor in Marketing
- Graduated Magna Cum Laude (top 5%)

SKILLS

Languages & Tools: Python, Java, SQL, MySQL, R, HTML/CSS, JavaScript, Jupyter, Pandas, Scikit-learn, NumPy, SciPy, Pyspark, Pytorch, Tensorflow, Airflow, D3.js, Tableau, Power BI, MATLAB, AWS, Azure, Excel, Powerpoint

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, Data Structures & Algorithms

Business Concepts: Econometrics, Market Research, SWOT, Social Media Analytics, Digital Marketing, Graphic Design

PROFESSIONAL EXPERIENCE

Mirantis

Product Marketing Specialist

Mar 2025 - Present

- Working with product managers, engineers, and sales in order to communicate value of products to prospective customers
- Develop product messaging by creating presentations, blog articles, website copy, datasheets, demos
- Train sales teams on product value propositions and key messaging

The 2% Club

Strategy & Growth Fellow

Jul 2025 - Sep 2025

- Streamlining membership data workflows by automating collection and outreach efforts
- Managing interns by mentoring and delegating projects while fostering a growth-focused environment
- Developing and launching brand-aligned initiatives to increase customer engagement

Onix

Business Data Analyst

May 2024 - Mar 2025

- Developed tools to automate internal workflows, accelerate client discovery, and streamline data pipelines
- Designed and built core GenAI product features, collaborating with engineers, solution architects, and business stakeholders to align technical offerings with customer needs
- Created and presented customer-facing materials such as technical offerings decks, one-pagers, blog articles, and case studies

Franklin Templeton

Data Science Capstone Student

Sep 2023 - Mar 2024

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

Zscaler

Data Science Machine Learning Intern

Jun 2023 - Sep 2023

- Created a machine learning model to automatically detect and diagnose issues in the user experience to support the Zscaler Digital Experience (ZDX) team; collaborated with engineering and product teams in order to pinpoint pressure points
- Presented these insights to upper-level management and clients in order to 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 and predict future trends
- Presented data-driven insights to clients in order to aid their marketing strategies, especially around targeting 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
- Created eye-catching and memorable content to promote the San Diego Asian Film Festival, along with researching and presenting trends

NitroCompute

Customer Data Analyst

Jun 2021 - Sep 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

Freelance

Social Media Content Creator

Aug 2016 - Dec 2023

- Create and post content on personal social media accounts
- Worked with brands such as HappySocks, Penguin Random House, Halara Activewear, L&ST Jewellery, and Santa Clara Valley Water
- 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

IEEE-HKN

National PR & Comms Committee Member

Dec 2023 - Dec 2024

- 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

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

Sep 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 launched a university-accredited course: "Intro to Quantitative Finance"

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