

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