

# PRERNA POSA

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## EDUCATION

**Indiana University, Kelley School of Business** – Bloomington, IN

May 2026

*Master of Science in Information Systems*

- *1<sup>st</sup> Place Winner, EY Case Competition*: Developed digital transformation strategy for a financial bank case
- *Relevant Coursework*: Enterprise Platforms, Governance Risk & Compliance, Agility Processes & Automation, Data Analytics, Cloud Platform Architecture, AI Driven Development, Product Management

**Indiana University, Kelley School of Business** – Bloomington, IN

May 2025

*Bachelor of Science in Business; Majors: Marketing, International Business*

- *Accenture Rivalry Innovation Challenge*: Designed *Hoosier Helper*, an AI chatbot; earned 3rd place

## TECHNICAL SKILLS & TOOLS

- *Data & Emerging Tech*: Advanced Excel, IBM SPSS, Tableau, R Script, Python, SQL, SAP Systems, HTML + CSS, Microsoft Visio, PowerBI
- *Marketing & Design Tools*: Microsoft Productivity Tools, Adobe Creative Suite, HubSpot CRM
- *Certifications*: Generative AI (Prompt Engineering) Certification, Databricks GenAI Fundamentals Certification

## EXPERIENCE

**Budderfly Inc.** – Shelton, CT

June 2024 – August 2024

*Marketing Coordinator Intern*

- Conducted competitor and market research and performed data analysis on user ratings, features and user experience and interface to inform strategic product development
- Designed and managed a centralized sales and marketing calendar; developed 50+ assets and used HubSpot CRM software to track metrics and generate reports that improved cross-functional alignment
- Collaborated with product and sales on app development and go-to-market planning; developed dashboards and tracked KPIs to measure and optimize results

**Suitefood (Coccola)** – Milan, Italy

February 2024 – May 2024

*Brand Marketing Intern*

- Partnered directly with the CEO to build a U.S. market entry strategy, applying cross-cultural collaboration and clear communication to guide branding, digital channels, and customer persona research for expansion planning
- Led competitive audits and consumer research to identify cultural preferences and inform market entry, using Adobe Suite and generative AI tools to create social content that increased engagement by 15%

**NRG, AI Risk Management Research** – Remote

June 2024 – July 2024

*Research Extern*

- Investigated enterprise-level AI adoption risks by reviewing literature, case studies, and compliance frameworks, identifying operational, regulatory, and reputational exposures
- Built an AI risk matrix and strategic deployment model for high-stakes sectors (finance, healthcare) and presented actionable recommendations to NRG leadership on compliance gaps and emerging ethical issues.

**eMedEvents** – Basking Ridge, NJ

May 2023 – July 2023

*Marketing Analyst Intern*

- Developed segmentation and behavioral analysis of healthcare professionals' post-COVID learning preferences using quantitative data analytics and market data to identify shifting engagement trends
- Executed market analysis in web engagement metrics in Excel to identify user flow and drop-off trends; recommended UI and strategy updates that drove a 20% increase in event page traffic within one month

## LEADERSHIP

**Pi Sigma Epsilon, Omicron Chapter**

April 2022 – May 2025

*Member; Recruitment Board Chair (Two-Year Term); Consulting Board Member*

- Led logistics and marketing for six recruitment events, applying problem-solving and decision-making skills to revamp networking strategies and boost attendance to 300, driving a 40% increase in class size
- Co-designed a go-to-market revival plan for a local business; delivered by a 15-person team, strengthening pro-bono consulting impact

## ADDITIONAL

Classical Indian Dance | International Travel | Film Photography | Volunteerism | Bilingual