

REEVA BOHRA

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EDUCATION	University of Michigan Bachelor of Science in Economics and Computer Science, May 2025 <ul style="list-style-type: none">● GPA: 3.8/4.0● Minor in Entrepreneurship, UX● Organizations: Michigan Business Women, Indian American Student Association, Michigan Society for Women in Economics, M-Product● Awards: Honors Award Winter 23, Fall 23	Ann Arbor, MI
EXPERIENCE	MICHIGAN INVESTMENT GROUP Consumer Goods Sector Head <ul style="list-style-type: none">● Mentored a team of 5 people on investment strategies for consumer goods companies and worked on modeling Comps. Analysis and DCFs, resulting in better qualitative assessment● Developed thesis points and helped create financial models while pitching London Stock Exchange Group (NYSE: LSEG) under the FIG sector leading to a \$1,000 investment.● Participated in an selective portfolio committee managing a \$15,000 portfolio by leveraging various options strategies, conducting regular ticker updates, discussing equity price strategies, and utilizing quant algorithms.	Ann Arbor, MI
2022 - Present	MICHIGAN VERTICAL FLIGHT TECHNOLOGY Vice-President of Internal <ul style="list-style-type: none">● Fostered collaborative ties between the board and other sub-teams, ensuring all queries and updates are efficiently addressed and implemented leading to timely project delivery, higher stakeholder satisfaction, and a 40% increase in sponsorships over the past year● Oversaw the end-to-end design and development of MVFTs website, the only vertical flight project team on campus, ensuring a user-centric interface, enhancing overall user experience and engagement, and led to increase in membership	Ann Arbor, MI
Summer 2022	GROWW Summer Business Analyst <ul style="list-style-type: none">● Conducted technical analysis on diverse securities for a billion-dollar financial services (brokerage) start-up, converting intricate data into user-friendly insights, leading to heightened credibility and reliability among both novice and experienced investors● Utilized Excel for advanced DCF models and data analysis, driving 75% accurate stock recommendations and boosting consumer satisfaction by 25% at a leading financial start-up.● Evaluated initiatives focused on user acquisition strategies for the platform, unveiling novel methods that increased the platform's user base by 35% and increased user retention	Bangalore, India
2021-Present	PEERSONALL Founder <ul style="list-style-type: none">● Founded a peer mentoring platform dedicated towards promoting mental health, with 1000+ mentees and 200+ mentors, addressing the need for accessible mental health resources● Crafted and delivered engaging narratives to investors and leadership about Peersonall's impact, securing increased investment and 20% more sponsorship opportunities.● Utilized qualitative user research and A/B testing to tailor the customer base and perform customer discovery to enhance and boost engagement and growth through informed, cross-disciplinary collaboration, which let to an increase in the users by 40% in one year	Jaipur, India
ADDITIONAL	<ul style="list-style-type: none">● Trained Indian classical dancer, adventure sports, photography, playing card games, and reading● Skills: Tableau, Python, R, HTML, Excel, Figma● Project: https://devpost.com/software/daily-d-o-s-e?ref_content=my-projects-tab&ref_feature=my_projects● Courses: Accounting for Decision Making by University of Michigan, Data Analysis and Presentation Skills: the PwC Approach Specialization, Programming for Everybody (Getting Started with Python)● Fun fact: I have traveled to more than 20+ countries	