

# Rohit Kandala

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## EDUCATION

### The University of Chicago

Chicago, IL

Master of Science in Computational Analysis and Public Policy

June 2024 (Expected)

- Relevant Coursework: Computer Science with Applications (I & II), Causal Inference, Natural Language Processing, Machine Learning for Public Policy, Advanced Statistics (I & II), Math for Machine Learning, Big Data and Cloud Computing, Social Network Analysis, Bayesian Methods, Survey Questionnaire Design, Databases, Linear Algebra, Mathematical Probability, Microeconomics (I & II), and Analytical Politics
- Awards: Cognizant Trust & Safety Scholarship (\$20k) & LAGRANT Scholarship (\$7.5k)
- Leadership Experience: HarrisTech Board Member & AAPOR Planning Committee Member

### The University of Connecticut, College of Arts & Sciences

Storrs, CT

Bachelor of Arts in History; Minors: Communications & Philosophy

May 2019

## SKILLS, KNOWLEDGE & PROJECTS

**Skills:** Python (Pandas, NumPy, PyTorch, scikit-learn, Data Viz), R, SQL, GCP, Apache (Spark, Hadoop, HQL), Docker, Qualtrics

**Knowledge:** Data Analysis, Online Advertising, Media Monitoring, Tech Policy, Politics

- [OkCupid Profiles](#): Trained & fine-tuned models to find optimal “matches” through user input
- [UChicago Lyft Ride Smart Program](#): Analyzed ridesharing with unsupervised & supervised learning
- [January 6<sup>th</sup> News Coverage](#): Collected, analyzed, and visualized news related to January 6<sup>th</sup>
- [Public Perceptions of the ObamaCare Program](#): Developed sentiment analysis ML models

## WORK EXPERIENCE

### The University of Chicago

Chicago, IL

Graduate Teaching Assistant for Survey Research Methodology

January 2024 - March 2024

Graduate Teaching Assistant for Modern Survey Research Methods & Techniques

March 2024 - Present

- Responsible for supporting 20 students with academic guidance and constructive feedback
- Host weekly office hours and online discussion boards during which additional support is offered to foster a collaborative learning environment

### Global Strategy Group

New York, NY

Survey Research Intern

June 2023 - August 2023

- Conducted survey research by building questionnaires, sampling research, and data visualizations using R. The most prominent project was [Navigator Research](#); a trusted polling newsletter amongst progressives that helps inform policy and messaging
- Led internal research on observed vs. latent variables and assessed various weighting schemas in R to account for conservative non-response bias

### SBDigital

Washington, D.C.

Senior Digital Associate

April 2020 - June 2022

- Planned and managed impactful multi-million-dollar advertising campaigns across multiple digital platforms, supervised other associates' campaigns and led research efforts into privacy updates and digital analytics; resulted in coordination of hundreds of campaigns and \$20 million managed
- Developed and built client-facing and real-time analytics dashboards with Looker Studio. Transitioned firm from manual reporting to automated reporting in 3 months, including staff training, and saved 10 hours/week per associate
- Coordinated weekly with SBDigital's Vice Presidents to draft media proposals that translated client's political goals into actionable and clear marketing objectives and KPIs
- Led firm's social listening, media monitoring, sentiment analysis, and content analyses projects