Rohit Kandala

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EDUCATION

University of Chicago, Harris School of Public Policy **Chicago, IL**
Master of Science in Computational Analysis and Public Policy *Expected May 2024*
- *Relevant Coursework:* Computer Science with Applications (I & II), Advanced Statistics (I & II), Machine Learning, Databases, Linear Algebra, and Analytical Politics
- *Awards:* Cognizant's Trust & Safety Scholarship, LAGRANT Foundation Graduate Scholar
- *Leadership Experience:* HarrisTech Board Member

University of Connecticut, Storrs **Storrs, CT**
Bachelor of Arts in History; Minors: Communications & Philosophy *Graduation Date: May 2019*
Major GPA: 4.00; Cumulative GPA: 3.81; Magna Cum Laude

WORK EXPERIENCE

SBDigital **Washington, D.C.**
Senior Digital Associate *April 2020 - June 2022*
SBDigital is a political communications digital firm that helps progressive candidates and institutions around the country
- Planned and managed impactful multi-million dollar advertising campaigns across multiple digital platforms. Supervised other associates' campaigns and led research about privacy updates and digital analytics. In total, managed $20 million, and coordinated hundreds of campaigns
- Developed and built client-facing and real-time analytics dashboards. Transitioned firm from manual reporting to automated reporting in 3 months. Maintenance included: UI/process updates, client management, and staff training
- Coordinated weekly with SBDigital's Vice Presidents to draft media proposals to translate client's political goals into actionable and clear marketing objectives and KPIs
- Led SBDigital's social listening, media monitoring, sentiment analysis, and content analyses projects. Trained staff on how to create impactful weekly client-facing social listening research reports

Global Strategy Group **New York, NY**
Survey Research Intern *June 2023 - August 2023*
Global Strategy Group is a premier political consultancy that helps political campaigns, corporations, and nonprofits with their communication needs
- Conducted survey research by contributing to questionnaires, sampling research, client communications, and data visualizations
- Led internal research on observed vs. latent variable and assessed various weighting schemas in R

Flag Media Analytics **Washington, D.C.**
Media Analysis Intern *June 2019 - March 2020*
Flag Media Analytics is a real-time media monitoring service that helps its clients make more informed decisions

SKILLS & LANGUAGES

Skills: Python (Pandas, NumPy, Sci-Kit Learn, Data Viz), R, SQL, Qualtrics, Media Monitoring & Analysis, Online Advertising, Marketing Aggregation, Adobe Suite

Languages: English (Fluent), Telugu (Intermediate), and Hindi (Elementary)