

# 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 June 2024*

- 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, Questionnaire Design, Databases, Linear Algebra, Microeconomics (I & II), and Analytical Politics
- Awards: Cognizant Trust & Safety Scholarship (\$20k) & LAGRANT Scholarship (\$7.5k)
- Leadership Experience: HarrisTech Board Member

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

Storrs, CT

*Bachelor of Arts in History; Minors: Communications & Philosophy*

*Graduation: May 2019*

*Major GPA: 4.00; Cumulative GPA: 3.81; Magna Cum Laude*

## SKILLS, PROJECTS & LANGUAGES

**Skills**: Python (Pandas, NumPy, Machine Learning, Data Viz), R, SQL, PySpark, GCP, AWS, Qualtrics, Media Monitoring & Analysis, Online Advertising

**Projects**: UChicago Lyft Ride Smart Program: Effects on Ridesharing, January 6<sup>th</sup> News Coverage, and Public Perceptions of the ObamaCare Program

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

## WORK EXPERIENCE

### University of Chicago, Harris School of Public Policy

Chicago, IL

*Teaching Assistant for Survey Research Methodology*

*January 2024 - Present*

- Assessed students' submissions weekly and provided constructive feedback. Hold regular office hours to offer further assistance, address queries, and foster a collaborative learning environment

### Global Strategy Group

New York, NY

*Survey Research Intern*

*June 2023 - August 2023*

*Global Strategy Group is a premier research 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

### 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 efforts into 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 drafting media proposals to translate 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