Rohit Kandala

Chicago, IL | (203) 816-1241| Website | LinkedIn | Email

EDUCATION

University of Chicago, Harris School of Public Policy   **Chicago, IL**
Master of Science in Computational Analysis and Public Policy   *Expected June 2024*
- <u>Relevant Coursework:</u> 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
- <u>Awards:</u> Cognizant Trust & Safety Scholarship ($20k) & LAGRANT Scholarship ($7.5k)
- <u>Leadership Experience:</u> 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, GCP, AWS, Qualtrics, Media Monitoring & Analysis, Online Advertising

Projects: UChicago Lyft Ride Smart Program: Effects on Ridesharing, January 6th 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