

Sanika Jain

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EDUCATION

Carnegie Mellon University, Pittsburgh, PA

Aug 2024 – May 2028

B.S. in Information Systems, Double Major in Business Administration (Dean's List)

Concentrations: Health Information Systems, Product Management

Council Rock High School North, Newtown, PA

Aug 2020 – Jun 2024

Distinguished Scholar (Top 10% of class), Honor Roll, GPA: 4.48/4.0, SAT: 1570/1600

SELECTED COURSEWORK

Fundamentals of Programming and Computer Science, Statistics and Data Science, User Experience Research for Product Managers, Modeling Complex Systems, Microeconomics, Macroeconomics

WORK EXPERIENCE

KVK Tech, Inc., Newtown, PA

Jun 2023 – Present

Sales/Marketing Employee/Part-Time Contractor

- Conduct in-depth data analysis on prescription lift and ROI metrics to support strategic decision-making, leading to a ~30% sales increase and a 50% reduction in analysis time.
- Collaborate with cross-functional teams and external sales vendors (AdFire, Epocrates, Doximity, Mesmerize, Medscape) to optimize data-driven advertising campaigns.
- Write health and wellness blogs and design accompanying images using Midjourney to improve website SEO.
- Developed Product Development Protocol (PDP) documentation, including Design of Experiment, Quality Target Product Profile, Quality Risk Management Report, and Cleaning Verification Protocol.

LEADERSHIP & PROJECTS

Undergraduate Entrepreneurship Association, Board Member

Oct 2024 – Present

- Coordinate logistics, speaker outreach, and judging for Carnegie Mellon's undergrad startup pitch competition.
- Engage with founders, investors, and industry experts to foster a strong collegiate entrepreneurial ecosystem.

Delta Gamma, Director of Points

Oct 2024 – Present

- Manage the chapter's points system to encourage member engagement and participation.
- Volunteer at events to raise awareness and up to \$1000 per semester for targeted non-profit organizations.

CS Term Project, Caffeine Rush Game

Oct 2024 – Dec 2024

- Developed interactive coffee shop simulation with 600+ lines of Python code, applying object-oriented programming principles.

UX Research Project, AI Gender and Learning Outcomes

Aug 2024 – Dec 2024

- Investigated correlation between users' learning outcomes and AI agent gender through user research and testing.
- Compiled and presented a detailed report with findings and recommendations for enhancing AI educational tools.

Complex Systems Project, Healthcare Access Inequalities

Aug 2024 – Dec 2024

- Developed advanced model using Python (NumPy, Matplotlib, Pyplot) to display hospital placement inequalities.

ADDITIONAL INFORMATION

Technical/Product Skills:

- Data Analysis, R, Python, SQL, Java, HTML, CSS, Google SEM/SEO, JavaScript, Tableau, Regression Models, Figma, HubSpot, Constant Contact, Slack, Canva, Microsoft Office Suite, Google Suite, Notion

Independent Learning:

- Google Data Analytics, BCG GenAI, Accenture Project Management, AI and Business Strategy, Palantir Learn

Organizations:

- Women in IS, Asian Student Association, Undergraduate Consulting Academy

Competitions/Programs:

- Goldman Sachs Possibilities Summit, CMU Data Center for Social Good Scopeathon, CMU Product Management Hackathon 1st Place Winner (out of 100+ participants, invited to Google office to pitch product to PMs)

Interests:

- Singing (pop, indie, R&B, a cappella), badminton, traveling, reading, calligraphy