

Prashant Shukla

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Education

University of California, Berkeley, Class of 2010, Triple Major (GPA: 3.7/4.0):

B.A. Economics, B.S. Business Administration (Haas), B.S. Environmental Economics and Policy

GRE Verbal: 170/170; GRE Writing: 6/6; GRE Quantitative: 169/170; SAT I Math: 800; SAT II Math: 800

Professional Experience

2012 Presidential Campaign

Chicago, IL; Reno, NV

Paid Media/Media Tracking Analyst, Deputy Regional Get-Out-The-Vote Director

August 2012-November 2012

Analytics: Expanded technical language and presentation skills in supporting field operations, internal teams, and senior management

- Worked with databases in PostgreSQL to secure data integrity, build reports and analysis, and increase functionality

Field Work: Directed field operations in the South Reno, NV region to urge supporting voters to participate in 2012 election

- Oversaw data inputs/materials, volunteer recruitment, and deployment in phone-banking, canvassing, and persuasion

Bain & Company (Management Consulting)

San Francisco, CA

Associate Consultant, Promoted to Senior Associate Consultant

Fall 2010-July 2012

Technology: Crafted smartphone & tablet strategy in multi-billion \$ company, supporting top executives

- Projected market analysis forward to 2015 & 2020 to understand implications of future states on current client priorities
- Managed junior associates while crafting storyline and packaging of relevant information for superiors and clients
- Acquired deep expertise in mobile computing ecosystem: relevant value chain players, market forces, possible end-states
- Conducted multiple surveys, expert interviews, and primary research to validate tablet/smartphone strategic insights

Technology: Researched silicon manufacturing value chain, explored adjacency businesses, & supported Board of Directors for client

- Built forward-looking silicon foundry model for entire silicon market, involving every step of value chain, market shifts
- Researched mobile silicon-on-a-chip industry for opportunities, gaps, competition, trends, roadmaps, & patent portfolios
- Supported Board of Directors meetings and presentations with up-to-date company and ecosystem trends and analysis

Healthcare: Restructured medical professional targeting strategy for \$200M+ annual rev. drug brand at large healthcare co.

- Created and structured database of >500K MD's in USA; perform complex analysis to segment by numerous metrics
- Optimized brand targeting dollars for maximum impact given prescription volume, room-to-grow, other metrics
- Carried out probability, sensitivity, and scenario analysis to predict and plan for multiple outcomes in new targeting

Telecom: Improved capital expenditure model for large telecom network provider; installed scenarios, sensitivity, complexity

- Worked directly with engineering team on capex planning and decision-making, while advising on strategic implications
- Applied levers and options into capex model for network towers, allowing analysis to be informed by strategic scenarios

Higher education: Supported complete operations overhaul & org restructuring for public institution, saving >\$25M annually

- Managed ~30 departments for follow-through on negotiated and planned re-organization and operational shifts
- Prepared & delivered summary presentation to Executive Committee of institution, detailing successful implementation

Leadership

Phi Alpha Delta Professional Pre-Law Fraternity International

Berkeley, CA

Active Alumni, Pledge Professional Chair, Legal Affairs Event Coordinator, and Nu Pledge Class Member *February 2008-Present*

- Contributing as an active, engaged, and dedicated member of a thriving campus organization with daily activities
- Guided the intensive professional development of 18 hopeful members of the fraternity over an entire semester

Hindi Film Dance Team of UC Berkeley

Berkeley, CA

Captain, Coordinator, Choreographer, and Member

August 2006-May 2010

- Acquired critical skills in teamwork, perseverance, and leadership from stressful but incredibly rewarding experiences
- Managed all phases of production; *America's Got Talent* National Quarterfinal Contestant; 1st place in national comps.

Skills: Expert in Office (Excel, etc.); Proficient in SQL, Python, Basic Programming (Javascript, etc.), Tableau, SPSS, STATA

Interests: Food, Twitter, Politics, Programming, Travel, Basketball, Football, Tennis, Poker, Music, Board Games, TV