

# Sanjana Krishnamurthy

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## EDUCATION

**Boston University (Medical Leave of Absence, Fall 22 and Spring 23)**

B.A. in International Relations, Cumulative GPA: 3.6/4.0

**University of Minnesota, Twin Cities**

B.A. Candidate in Economics

**Boston, MA**

May 2025

**Minneapolis, MN**

Sep. 2020 – May 2021

## PROFESSIONAL EXPERIENCE

**Tarjimly - YC W18**

*Product Management Intern*

**Mountain View, CA**

Jun. 2023 – Present

- Shaping product vision for an AI/ML-driven translation app for refugees and immigrants, actively navigating product-market fit through surveys, incorporating feedback, and constructing user stories to guide user-centric development and design.

**Rafiki Africa - Develop for Good**

*Product Manager*

**Remote**

May 2023 – Present

- Leading a team of 6 to develop an Africa-focused ed-tech platform for curriculum planning and mentor-student interactions.
- Driving product vision by creating a user research structure and conducting interviews to identify organizational pain points.

**Standard Metrics**

*Business Development Intern*

**San Francisco, CA**

May 2022 – Nov. 2022

- Developed and implemented new internal feedback tagging guide for smoother customer feedback ingestion and product iteration process by synthesizing pain points from 15 customer calls and consolidating qualitative metrics from 3 surveys.
- Achieved 97% accuracy in churn prediction by driving research/implementation of a customer health dashboard with custom notifications to predict churn by compiling product market fit score, platform utilization index, and qualitative metrics.
- Created a Q2 business review that forecasts churn risk for existing customers, predicts pipeline growth, and proposes diversification opportunities for Q3 of 2022 by analyzing wins, financial metrics, and the current sales cycle.

**Indigo Arrows**

*Strategy Consultant (Contract)*

**Remote**

Jan. 2022 – May 2022

- Catalyzed a 75% improvement in website user experience and 15% rise in online sales within the first year by developing a comprehensive digital growth strategy with a cross-functional team of 8, while analyzing insights from 250 customer surveys.
- Performed cost optimization and market research, resulting in 7% reduction in client expenses and increase in revenue.

## EXTRACURRICULAR EXPERIENCE

**Bridging the Gap**

*Student Consultant → Finance Committee → Director of Fundraising*

**Remote**

May 2021 – Present

- Yielded \$500+ in total revenue from sponsorships by recruiting 40+ participants from across 20 universities for BTG's inaugural case competition while obtaining and managing corporate partnerships with top consulting firms.
- Maximized click-to-conversion rates by 70% for Bridging the Gap's website by designing new digital growth strategies.
- Boosted engagement on social media platforms by 195% while raising \$1k+ through donations and sponsorships by spearheading the fundraising campaign with a team of 4 and innovating on social media and email marketing campaigns.

**Harvard Open Data Project**

*Content Lead*

**Cambridge, MA**

Sep. 2021 – Present

- Advised 20 contributing writers to develop data science projects and advance articles to publication on hodp.org.
- Directed new organization-wide journalism/editorial standards, utilized by 100+ members in the article writing process.

**Charcoal Magazine**

*Marketing Team Advisor & Model*

**Boston, MA**

Aug. 2021 – Aug. 2022

- Attained 200%+ overall social media growth and increased event engagement by 150% over a 5-month window by consulting with a team of 9 to devise and implement optimal marketing strategies; amplified and showcased student art.
- Amassed 15k+ followers across media platforms through story-driven content and engagement with the BIPOC community.

## SKILLS & PERSONAL

**Technical Skills:** Intermediate Python, Canva, Figma, Beginner in SQL and Java, Tableau, MS Excel & Powerpoint

**Awards & Honors:** Dean's List (Fall 2021), President Emerging Scholar, Synergist Finance Fellow, National Oratory 2<sup>nd</sup> Place

**Languages & Hobbies:** Tamil (Native Fluency), Singing, Archival Fashion, Legos, Short-Film Acting, Pilates, Beyonce