

Venya Joshi

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EDUCATION

University of Illinois at Urbana Champaign | Bachelor of Science in Computer Science | GPA: 3.8/4.0 | May, 2024

- Minors: Hoeft Technology & Management Program, Social Work
- Awards and Recognition: UIUC Dean's List, Spring 2023 City Scholar

PROFESSIONAL EXPERIENCE

Marketing Technologist Intern, Procter & Gamble | Cincinnati, OH May 2023 - Present

- Created a standardized scorecard platform on the eRS dashboard, enabling customer and brand teams to access online retail SKUs and their purchase patterns with **time efficiency of 146%** and a **HOK reduction of 67%**
- Monitored campaign performance, analyzing key metrics and making data-informed adjustments to maximize results

Technology Consulting Intern, Accenture | Chicago, IL June 2022 - August 2022

- Implemented Oracle CPQ, leading the redesign, presentation, and integration of the Quote Document for a hybrid install and servicing project, designed a seamless user interface on Oracle using CSS, BML, and BMQL
- Completed training in DevOps, Scrum, Agile, XP, and SOW processes with rankings in the top **95th percentile**

Data Research Analyst, Forward Data Lab | Champaign, IL March 2021 - October 2021

- Successfully performed data labeling tasks for the research project, ensuring accurate categorization of data
- Achieved a high labeling performance with an **accuracy rate of 90%** through a combination of manual labeling and utilization of machine learning algorithms

Virtual Challenge Case Consultant Team, PwC | Virtual October 2020

- Modeled solutions for a fashion retailer's sustainability and social responsibility issues; created a circular recycling discount retailer and transitions from a transactional to relational model
- Introduced strategies to **cut expenditures by 14%** and improve company branding

LEADERSHIP EXPERIENCE

Secretary & Social Media Manager, Project4Less / Champaign, IL June 2022 - Present

- Successfully restructured P4L's Instagram and Facebook accounts, resulting in a remarkable **315% increase in follower ratio** and a notable **180% increase in impressions**
- Developed engaging content and eye-catching infographics, ensuring consistent posting twice a week to maintain a strong online presence and drive audience engagement.

IT Incoming Emerging Leaders Stand Out Conference, Procter & Gamble | Cincinnati, OH August 2022

- Actively interacted with 8 IT career models representing diverse strategic business units (SBUs), gaining insights into different career paths and areas of expertise.
- Demonstrated a high level of achievement by being among the select 3% of applicants accepted into the conference.

Research/Outreach Intern, SEWA International | Chicago, IL December 2014 - July 2021

- Ekal Vidyalaya: Fundraised weekly through Facebook groups; raised over \$10,000/event for schools in rural India
- Stop Diabetes Movement: specialized in social and medical; instructed community members on diabetes prevention

PROJECTS AND SKILLS

House Price Prediction using Gradient Boosting XGBoost

- Developed a highly accurate machine learning model for residential house price prediction, achieving an impressive mean squared error (MSE), surpassing the baseline model's MSE of 38.65 and mean absolute error of 4.12

Book Recommendation Generator on GCP

- Developed a book recommendation database with user review functionality, utilizing SQL and MongoDB for data storage and JavaScript for the user interface. Resolved data integration challenges by selecting the most comprehensive Kaggle dataset, improving accuracy in determining author popularity

Twitch Social Graph C++

- Developed algorithms utilizing graph traversal techniques, including BFS, Betweenness Centrality, and Dijkstra's algorithm, to find degrees of separation between Twitch users, enabling community and intrapersonal tie detections

Endless Runner Platform Game on Unreal Engine 5

- Implemented gameplay mechanics, including coin and obstacle systems, UI aesthetics, and debugging functionalities. Played a key role in resolving technical challenges, such as optimizing the magnet power-up's functionality

Programming: C, C++, Java, Python SQL, Verilog, Neo4J, MongoDB, MIPS, JavaScript, CSS, HTML, GCP, Azure, D3

Courses: Game Development, Algorithms, Machine Learning, Computer Architecture, Data Structures, Databases, Software Design Studio, Discrete Structures, Social Entrepreneurship, Systems Programming, Numerical Methods, Linear Algebra