

VIDHI VASHISHTH

San Diego, California

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EDUCATION

Master of Science in Business Analytics, Rady School of Management, UC San Diego 07/2024 - 06/2025

GenAI for Business, AI-assisted Customer Analytics, AI-assisted Program Management, Marketing Analytics

Merit Scholar | GPA: 3.67/4

Post-Graduate Programme in Technology and Business Management, Masters' Union 06/2022 - 10/2023

Design Thinking, Marketing Strategies, Consumer Behaviour Research, Brand Management, Marketing Research

Merit Scholar | GPA: 3.35/4

Bachelor of Science in Mathematics, University of Delhi 07/2017 - 06/2020

Linear Algebra, Probability and Statistics, Multivariate Calculus, Differential Equations, Financial Mathematics

Batch Topper | GPA: 4/4

EXPERIENCE

Marketing Research Analyst Intern, CheckIt Analytics, San Diego, California 03/2025 - Present

(AI-powered fintech platform delivering personalized stock analysis to institutional and retail investors in 26+ countries)

- Designed market research surveys for 500+ institutional and retail clients to inform product development
- Benchmarked competitor platforms to identify pricing, feature gaps, and develop CheckIt's GTM positioning
- Built investor persona models and content pillars to shape CheckIt's brand voice and community traction

AI-First Data Analyst, Trilogy Inc (Crossover), Austin, Texas 03/2023 - 09/2024

(Remote team of 50 professionals developing cutting-edge AI solutions for K-12 students across various subjects)

- Developed an AI-powered essay grader achieving 90% human-alignment through iterative testing & user feedback
- Drove 40% improvement in assessment scores through data-driven student behaviour analysis, and recommendations
- Led cross-functional teams to ideate, test and launch 2 AI coach-bots for Sciences and Geography, for K-12 students

PROJECTS

Market Research Fellow, Reprogram Biosciences, Sullivan Centre, University of California 01/2025 - 03/2025

(The company is developing accessible, off-the-shelf cell reprogramming oncology therapeutics in TNBC and NSCLC)

- Identified market gaps in affordable cancer care delivery for advanced-stage treatments in 4 types of cancers
- Provided strategic insights for market entry, expansion and exit in targeted cell therapy for TNBC, and NSCLC

Co-founder, Crispee, Entrepreneurial Venture, Masters' Union 12/2022 - 02/2023

(Crispee is a new-age, healthy snacking brand that promises oil-free, low-sodium, baked chips made from rice and lentils)

- Conducted competitor analysis to validate the product concept, resulting in 80% less time to market in pre-seed stage
- Pitched the product's USP and market potential to marquee investors, securing an equity-free grant of USD 5000

Co-author, Analysis of Indian agro-commodity prices, University of Delhi 09/2019 - 02/2021

(This paper explores the applicability of the Fractal Market Hypothesis to commodities beyond traditional equities)

- Analyzed retail prices of onions in Indian wholesale commodity markets using time series analysis linear regression
- Established a potential 30% increase in the annual income of Indian farmers, post-implementation of the strategy
- Awarded as one of the Top 3 research papers in various conferences across the University of Delhi

SPECIALIZED SKILLS

- **Languages/Coding:** Python (pandas, numpy, scikit-learn), SQL (Beginner), ETL, A/B Testing, R, MATLAB
- **Tools:** Tableau, Power BI, R (ggplot2), Google Analytics, Jira, Excel (Intermediate), GenAI LLMs, Agile Methods

PROFESSIONAL AFFILIATIONS & LEADERSHIP

Self-guided study on AI safety, policy and governance (ethical practices and social implications) 04/2023 - Present