Hansika Nageshwaran

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EDUCATION

Stanford University   Stanford, CA
B.A. Economics and Minor in International Relations | GPA: 3.7/4.0   Expected June 2027
Coursework in Python, business strategy, micro & macroeconomics, econometrics, statistics, developmental econ and game theory.
Honors/Professional Development: Women in National Security Scholar, Stanford Gordian Knot Center for National Security Innovation; Speaker, Faces of Community 2024 (selected to deliver a speech in front of 1700+ students)
Trinity Term, Oxford University: Tutorial in Business Strategy   Spring 2026

WORK EXPERIENCE

Stanford Institute for Economic Policy Research   Stanford, CA
Research Fellow   Oct 2025 – Present
• Conducting research with Professors Petra Persson and Maya Rossin-Slater, **sourcing, and cleaning large datasets** and performing **statistical analysis (Stata/Python) to generate policy-relevant insights** on maternal and infant health outcomes in U.S. birth centers

Sierra ODC Private Limited (Stanford SEED Internship)   Coimbatore, India
Global Strategy and Product Innovation Intern   July 2025 – Sept 2025
• Worked with CXO's on the **global expansion of eFACiLiTY®**, an **IWMS & CAFM software** used in **30+** countries
• Diagnosed causes of long sales cycles and low inbound conversion by **analyzing CRM data,** identifying pain points, mapping customer decision patterns, and building structured frameworks to explain performance bottlenecks
• Conducted **global market research**, including 15+ interviews with Fortune 500 executives, to understand adoption barriers across regions. **Built segmentation models, customer personas, and competitive benchmarks** spanning 14+ industries and 5+ geographies, refining module packaging and region-specific messaging to support international expansion
• **Audited ad spend (CAC/ROAS by channel)** across markets**,** recommending budget reallocations and **A/B tests** projected to improve acquisition efficiency and strengthen eFACILITY's ability to scale in high-opportunity global regions

Stanford Student Enterprises   Stanford, CA
Director of Marketing   Oct 2024 – June 2025
• Led customer acquisition strategy for SSE x Storage Scholars partnership (a **Shark Tank Mark Cuban-backed company**); modeled user behavior patterns and developed outreach plan contributing to **22% sales growth**
• Designed and executed multi-channel marketing strategy for **7+ SSE ventures**; analyzed engagement data to identify high-ROI channels and inform content and targeting decisions, **growing social media reach by 153%**
• Implemented AI-driven workflows (SEMrush, Mailchimp, Google Analytics) to track funnel metrics, improve campaign targeting, predictability, and operational efficiency; **nominated to serve on the SSE Board of Directors**, alongside industry partners

Stanford Residential Education   Stanford, CA
Neighborhood Engagement Intern   Oct 2024 – June 2025
• Contributed to operational planning and resource allocation for a **$181K** annual budget; built cost frameworks and scenario analyses to inform spending decisions; planned and executed **24+** neighborhood events, managing logistics, vendor coordination, communications, and stakeholder engagement, catering to **1000+** students

LEADERSHIP & CONSULTING EXPERIENCE

WE THE CHANGE (Social Outreach Project & Early-Stage Product Development) | *Founder*   Sept 2018 – Present
• Founded and led social outreach initiative addressing child abuse prevention in under-resourced schools in Tamil Nadu, India; directly educated 750+ children through school programs and social media campaigns; recruited and trained volunteer teams
• Currently **leading early-stage product development of scalable education tools** to expand education and advocacy

Rem and Company   Stanford, CA
Consulting Team Lead | Director of Professional Development (Stanford Chapter)   Oct 2024 – Present
Regional Growth Lead (Rem Nationals)   March 2025 – Present
• Led a **5**-person team delivering pro bono consulting services for Bay Area small businesses and nonprofits under tight deadlines
• Executed **2** projects over **6** months; **analyzed multiple strategic levers including marketing strategy, CAC, logistics scalability, pricing models, digital presence, and e-commerce metrics for two retail clients**, delivering a 50-slide **growth strategy roadmap**
• Expanding Rem to **3+** new chapters in underserved markets (India and Africa); collaborating with founder and incorporating direct feedback to refine pitch deck and presentation, expansion strategy and leadership onboarding; facilitated **10+** outreach conversations

SKILLS & INTERESTS

Data Analysis Tools - Python, Excel, Stata, SQL, Power BI, Statistical Hypothesis Testing, data cleaning, regression analysis
Interests - Muay Thai, Boxing, Silambam, Formula 1, Yoga, Exploring Restaurants and Confectioneries