

Pallavi Khanna

Campbell, CA 95008 | khannapallavi01@gmail.com | 1(408)368-5931

EDUCATION

B.S., Business Administration, Concentration in Business Analytics, 08/2018–05/2022

San Jose State University, San Jose, CA, GPA: 3.74

Relevant Coursework: Business Calculus, Business Statistics, Business Law, Statistical Analysis, Quantitative Business Analysis, Marketing Research, Intro to Marketing, Foundations of UX Design, Simulations, Business Systems

PROJECTS

Student Marketing Design Consultant for RocketBlocks (RB),

SJSU Women In Business, San Jose, CA 9/2020–11/2020

- Coordinated with a team of five through Slack to analyze RB's social media metrics (post likes, followers, views, etc.) to develop marketing strategies, recommendations, and 10+ lead-gen. stakeholder campaign.
- Designed three social media & email campaigns to juice RB's demand for a **32% views/subscribers jump**.

EXPERIENCE

Visual Designer Intern, 150birds, San Jose, CA

02/2021–08/2021

- Maintained close communication with the CEO through Slack, Figma, and the company's app to develop visuals for its platforms and implemented stakeholder feedback.
- Designed five interfaces using Figma, Photoshop, and Illustrator for the website leading to a **26% jump in visits and a 40% increase in clientele**.

Media and Marketing Intern, Desi Dance Network, San Jose, CA

06/2020–09/2020

- Maintained biweekly communication with 10+ executives to establish unique marketing strategies, incl., the curation of marketing content (i.e., an artist spotlight) **and branding to increase demand**.
- Established social media campaign guidelines with templates for Instagram posts; **reactions up 22%**.

Fundraising Director, SJSU UX/UI Association, San Jose, CA

02/2021–Current

- Communicated with 10+ executives to host and brainstorm club events for 100+ members.
- Hosted a networking session with design professionals that had 50+ attendees.
- Teamed-up with a third-party vendor for a fundraising campaign; **raised >\$300 for the next semester**.

Social Media Manager, SJSU Global Student Network, San Jose, CA

01/2021–12/2021

- Designed five campaigns for club events and joined campaigns to advocate for POC contributions, **doubling the number of reactions from previous campaigns**.
- Curated campaigns to raise funds for India's COVID-19 crisis & to stop AAPI hate. Raised \$100+ each.

SKILLS

MS Excel, Word, PowerPoint; Google Suite, Social Media, Adobe Photoshop, Illustrator; Lightroom, Figma, Wix, Slack.

ACTIVITIES

VP of Communication, Friends of Figma, San Jose State University

08/2021–Current

Fundraising Director, UX/UI Association, San Jose State University

02/2021–Current

Social Media Manager, Global Student Network, San Jose State University

01/2021–12/2021

Member, Women In Business, San Jose State University

09/2020–12/2020