

BHAVISHYA BANDA

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EDUCATION

Carnegie Mellon University

B.S. in Cognitive Science, Minor in Statistics

Pittsburgh, PA

Expected May 2022

- **Current GPA:** 3.52/4.0 | **Relevant Coursework:** Principles of Computing (Python), Statistics, Psychology

PROFESSIONAL EXPERIENCE

Center for Behavioral and Decision Research

Research Assistant

Pittsburgh, PA

May 2020 – Present

- Designed questionnaires and performed data analysis for MTurk studies related to financial decision making and media consumption
- Analyzed qualitative and quantitative data on the ethicality of using computer algorithms in credit card/credit loan approval processes
- Planned and conducted research on the impact of the use of emotional language in social media advertisements on consumer behavior

Achievement in Motion

Pittsburgh, PA

Data Analytics and Social Media Marketing Intern

May 2020 – Present

- Performed data analytics to monitor growth over time on social media pages through various indicators (i.e. comments, likes, and clicks)
- Created content for AIM's 5 social media pages on LinkedIn, Instagram, and Facebook to increase following by over 100 followers
- Edited and published over 15 posts per week for each platform, using Adobe Spark and Canva to create impactful/influential images

Vasalta Ca.

Alberta, Canada

Data Analytics and Content Specialist Intern

May 2020 – July 2020

- Researched, created, and published articles and infographics on Canadian flooding/flood prevention topics on the Vasalta website
- Performed data analytics on competitors and used the data to develop and present marketing strategies to increase Vasalta's sales

LEADERSHIP AND EXTRACURRICULAR ACTIVITIES

Cognitive Science Student Advisory Board

Pittsburgh, PA

Executive Board Member

April 2020 – Present

- Served as a mentor to over 15 incoming freshman and advised them on scheduling, academic advisors, coursework and course load
- Worked alongside 5 members to plan and promote upcoming events on campus to establish a Cognitive Science community

Women in Business Carnegie Mellon

Pittsburgh, PA

Vice President of Marketing

April 2020 – Present

- Worked alongside 11 board members to market WiB's social events and conferences that will be hosted in the upcoming year
- Maintained WiB's social media presence to attract new members and increased follower base by over 30 people in a month
- Developed new marketing strategies such as video creation and workshops to edify members on gender equity in business fields

Bhangra in the Burgh

Pittsburgh, PA

Sponsorship Co-Chair

Sept 2019 – Present

- Worked alongside 25 board members to plan and execute fundraising events to raise \$10000 for Greater Pittsburgh Community Food Bank

CMU RAASTA

Pittsburgh, PA

Finance & Logistics Manager

Sept 2019 – Present

- Helped the team organize competition expenses and applications while managing a budget of \$25000 for the year 2020-2021

AWARDS

Tepper Undergraduate Business Administration Case Challenge

Pittsburgh, PA

2nd Place Winner

Feb. 2020

- Researched sustainability initiatives for Amazon Web Services (AWS), particularly at data centers throughout the United States
- Generated a business plan (modeling, financial projections, and marketing strategies) to reduce Amazon's carbon footprint

PROJECTS

Archery Game

Pittsburgh, PA

15-112 Final Project

April 2020

- Individually coded an archery game using Python and Tkinter and spent over 40 hours over the course of three weeks
- Implemented User Interface (difficulty levels), and Artificial Intelligence (to play against) aspects that the player can interact with

SKILLS

Skills: Google Analytics Certified, Microsoft Excel, Microsoft Powerpoint, Python, Adobe Spark, Canva, Telugu & Spanish (fluent)

Interests: Dancing (Bollywood, Raas), Reading (Harry Potter, The Last Lecture, Agatha Christie), Music (Pop, Country, Bollywood)