

AMULYA BINDU

(669) 243-5149 · amulya.bindu@gmail.com · www.linkedin.com/in/amulya-bindu-761378296

EDUCATION & SKILLS

San Jose State University:

Aug 2022 - May 2026

College of Business: **B.S. Business with Concentration in Management Information Systems, GPA: 3.6**

- **Skills:** Microsoft Excel, Python, Data Analysis, A/B Testing, Social Media Marketing, Canva, Brand Marketing Analysis, Oracle ERP System
- **Certifications:** Working towards Python, SQL, and SAP certifications

BUSINESS WORK EXPERIENCE

Stanford University, Redwood City, CA | *Financial Data Analyst Intern*

Aug 2024 - Dec 2024

Data Visualization

- Developed an Excel macro to look through the financial month-end closed and award reporting process.
 - Cross-referenced awards across multiple sheets, automatically populating descriptions for matched awards to keep records precise and up-to-date, reducing reporting time by 75%.
- Baselined 500+ top offset awards and verified accurate date alignment, maintaining 100% data accuracy for financial planning.

Financial Analysis

- Leveraged Oracle Financials Accounts Receivable, Grants Accounting, and General Ledger modules to identify and document revenue discrepancies by object code.
 - Worked closely with the Accounting Department to resolve issues and provide clarity on the causes of variances, reducing financial planning errors by 80%.
- Designed and created 100+ reports and dashboards for Purchase Order numbers, facilitating quick Purchase Order data retrieval for informed financial decisions, saving 20 hours monthly.

Teja Gummies Business Startup, San Jose, CA | *Vice President of Analytics*

July 2024 - Present

- Created an Excel sheet to track boosted social media ads, conducted comparative performance analysis, and identified success drivers.
 - Conducted a comprehensive cost-per-follower analysis to optimize ad spend, resulting in a 20,000 increase in profile views and a 77.8% rise in post views.
- Conducted A/B testing on targeted ads, reviewed campaign performance, identified top-performing ads, adjusted budget allocations which increased engagement by 30%, and analyzed gathered data using an LLM model.
- Utilized GPT-4o to analyze complex data sets, identifying key trends and correlations and improved paid ad engagement by 63% through data-driven analysis.
- Evaluated sponsored content created by influencers, categorizing key messaging elements (hook, problem, solution) in an Excel sheet with performance-based color coding to identify successful content.
- Researched and assessed key influencers in the health and wellness space, identifying opportunities for brand collaboration and growth.

LEADERSHIP EXPERIENCE

Leadership Elective, San Jose, CA

Head of Events

Aug 2021 - May 2022

- Supervised a team of 7, delivered exceptional team outcomes through effective collaboration.
- Designed and implemented creative Spirit Day banners on a three-week cycle, encouraging school-wide participation.
- Planned and executed large-scale events, including two Homecoming dances and Winter and Summer Talent Shows, attended by hundreds of participants.
- Recognized with the Outstanding Leadership Award for exceptional coordination, innovation, and team impact.

VT Seva, San Jose, CA

Event Coordinator

January 2018 - February 2019

- Organized and conducted back-to-back speech and debate contests to raise money for visually challenged children in India, successfully generating approximately \$9,000 to \$12,000 each year

Youth Lead Volunteer

June 2013 - August 2020

- Participated in volunteering activities such as burrito wrapping for homeless shelters, street cleanups, and bone marrow drives
- Collaborated with a team of young students to develop comprehensive lesson plans focused on mathematics, reading, and science tailored for visually impaired children in India