



ANEESHA SACHDEV

 (510) 449-7110

 aneeshasachdev1@gmail.com

 <https://www.linkedin.com/in/aneesha-sachdev-a8b906188/>

EDUCATION

August 2021 – Expected June 2025
San Jose State University, CA
B.S, Business Administration,
Concentration In Management
Information Systems

Class of 2021
Monte Vista High School

RELEVANT COURSES

Intro to Business Programming
Legal Environment of Business
Comp Tools for Business
Financial Accounting
Calc Bus/Aviation
Principles of Economics

RELEVANT SKILLS

Soft Skills: communication, creative,
adaptable, problem solving
Computer Skills: Microsoft office apps,
Google apps

OBJECTIVE

Second year college student looking for an internship in a technology management/marketing/operations/finance related field.

PROFESSIONAL EXPERIENCE

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|--|----------------------------|
| Product Marketing Intern
SkyGeni, San Jose, CA | June 2022 – September 2022 |
|--|----------------------------|
- Focused on inbound marketing to help create awareness and acquire customers for this early stage start-up
 - Generated sample posts for LinkedIn account
 - Analyzed Google Data Analytics account to generate insights on business traffic on the website
 - Ran A/B tests on effectiveness of messages and calls to action

PROJECTS/OTHER WORK EXPERIENCE

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|---|------|
| Design Consultant of Women in Business Consulting Project
San Jose State University, San Jose, CA | 2021 |
|---|------|
- Created visual communication deliverable to clearly show researched data (competitors, SWOT analysis, target audience) and solutions for company (social media recommendations)
 - Thoroughly analyzed information and collaborated with team to come up with marketing strategies to help improve their social media

Lifeguard for the City of San Ramon San Ramon, CA	Summer 2019 & Summer 2020
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LEADERSHIP

Miss CEO Leadership Academy Stanford University, Stanford, CA	Summer 2019
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ACTIVITIES

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| Member of Management Information Systems Association
San Jose State University, San Jose, CA | 2021 - Present |
| Member of Women In Business
San Jose State University, San Jose, CA | 2021 - Present |
| Vice President Business Club
Monte Vista High School, Danville, CA | 2019 - 2021 |
| Captain of Junior Varsity Water Polo Team
Monte Vista High School, Danville, CA | 2019 - 2021 |

