

## Avani Khatuka

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### EDUCATION

#### **B.S. in Business Administration,**

May 2027

Concentration in Management Information Systems (MIS)

San Jose State University, San Jose, CA, GPA: 3.75

#### **A.S in Business; ADT in Business Administration**

August 2023 - May 2025

Ohlone College, Fremont, CA, GPA, 3.6

#### **A.A in Human Development Studies**

Ohlone College, Fremont, CA, GPA, 3.67

### CERTIFICATIONS

Certificate in Accounting, Ohlone College, Fremont, CA

August 2023 - May 2025

**Relevant Coursework:** Python, Business Writing, Organizational Behavior, Accounting.

### PROJECTS EXPERIENCE

#### **Social Media Project**

**San Jose, CA**

*Researcher and Analyst*

*August 2025 - December 2025*

- Collaborated with a team of four to analyze the social media strategy of major streaming services: Netflix, Amazon Prime, Disney+, Peacock.
- As a company evaluator of Netflix, I conducted a structured evaluation of Netflix's social media performance using qualitative and comparative analysis.
- Benchmarked Netflix against other streaming services based on global reach, marketing effectiveness, and public relations strategies.
- Contributed research-driven insights to a team presentation on social media effectiveness in the streaming industry.

#### **Starbucks Project**

**San Jose, CA**

*Project Manager*

*August 2025 - December 2025*

- Conducted a time-motion analysis of Starbucks drink preparation by observing 20 customers orders, recording the start-to-end times for each process step in seconds.
- Analyzed workflow data to identify bottlenecks in the drink preparation process and quantify delays impacting service speed.
- Collaborated with a team to evaluate operational inefficiencies and external factors affecting order fulfillment time.
- Developed data-driven recommendations to improve efficiency and reduce preparation time.

#### **Stress Project**

**San Jose, CA**

*Psychology Researcher*

*August 2025-December 2025*

- Delivered a 30-minute presentation analyzing different types of stressors, including challenge and hindrance stressors, and their impact on performance and well being.
- Research and explained effective stress management and coping strategies applicable to academic and workplace settings.
- Designed and facilitated an interactive learning activity (ball toss exercise) to demonstrate stressor types and increase audience engagement.
- Applied psychological concepts to real-life scenarios to improve understanding and participation.

## **Layman Business Research Blog**

*Researcher and Contributor*

**Remote**

*August 2023-Present*

- Contributed to a business and economics research blog with 60+ subscribers, creating data-driven content and infographics
- Researched and authored 6+ articles on economic and business topics, translating complex concepts into simple terms.
- Collaborated with a 4 member content team to support content development and audience engagement.

## **PROFESSIONAL EXPERIENCE**

### **Ohlone College Business Experiencia Program**

**January 2025 - May 2025**

*Data Insights & Research Intern*

- Conducted qualitative and quantitative research on Business courses at Ohlone College by surveying 70+ students to implement the increase of number of courses offered and strategies to boost future enrollment.
- Presented insights and suggestions to faculty in a team of four, fostering transparency and informed decision making.

### **Mathematics Department at Ohlone College**

*Math Tutor - Finite Mathematics*

**January 2025 - May 2025**

- Organized one-on-one and group study sessions with students.
- Applied different learning styles to support students.
- Created a supportive and encouraging environment to motivate students.

### **Financial Aid Office at Ohlone College**

**August 2023 - October 2023**

*Student Assistant*

- Handled front-desk operations: responded to inquiries via email, phone and in person; Provided excellent customer service.
- Updated and maintained confidential student records.

## **SKILLS**

**Languages:** Biliterate in English and Hindi

**Professional:** Social media Strategy Analysis, Competitive Analysis, Brand and public relations evaluation, Market Research, Team Collaboration, Strategic Communication, Process analysis, Data collection and analysis, Time motion study.

**Technical:** Microsoft (Word, Excel, PowerPoint), Google apps (Sheets, Slides, Docs, Meet), Quicken Software Social Media (Instagram, TikTok, Facebook), Zoom, Canva, Python, Adobe.

## **ACTIVITIES**

Treasurer and Inter Club Council (ICC) rep, Renegade Raunak, Ohlone College

Member, Management Information System Association, SJSU