

Avani Khatuka

Fremont, CA, 94536 | firstavani05@gmail.com | (408)-766-4124 |
<https://www.linkedin.com/in/avani-khatuka/>

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