PRISHA ARORA

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EDUCATION

San Jose State University   **Expected Graduation: May 2026**
Bachelor of Science in Business Administration, MIS   *GPA: 3.64/4.0*

SKILLS

Microsoft Office (Excel, Word, PowerPoint, Outlook, Visual Studios) ▪ Google Workspace ▪ Python (Pandas, NumPy) ▪ SQL ▪ Quickbooks ▪ Alteryx

RELEVANT COURSEWORK

- Financial Accounting & Managerial Accounting
- Agentic AI for Business
- HarvardX Introduction to Data Science with Python
- HarvardX Machine Learning and AI with Python
- Fundamentals of Management Information Systems
- Database Management Systems
- Legal Environment of Business

PROFESSIONAL EXPERIENCE

Mediamint   **Fremont, CA**
Intern   *October 2024 – January 2025*

- Analyzed time series data to come out with findings and recommendations through comprehensive reporting and analytics that optimized Pinterest ad delivery and strategies
- Evaluated campaign performance metrics to produce insights used by Pinterest sales teams to assess advertiser ROI and effectiveness
- Applied data analytics on Pinterest Ads' proprietary platform mechanics to verify campaign setup accuracy and monitor system-level trends

LEADERSHIP & INVOLVEMENT

SJSU Management Information Systems Association (MISA)   **San Jose, CA**
Chapter Member   *August 2024 – May 2025*

- Participated in various events including recruitment fairs, technical skills workshops, and Q&A panels
- Engaged in programs such as consulting groups and mock interviews, enhancing technical skills

SJSU Lilac   **San Jose, CA**
Marketing & Events Team Member   *August 2025 – Present*

- Collaborated with a student team to plan and promote campus events that increased student engagement and attendance
- Created and managed social media and outreach materials to communicate event details clearly to the SJSU community
- Coordinated logistics such as scheduling, setup, and on site support to ensure events ran smoothly

MSJ Speech and Debate   **Fremont, CA**
Chapter Member   *August 2020 – June 2021*

- Engaged in multiple practice sessions refining public speaking skills and learning to effectively convey messages to the audience
- Taught and mentored group of students on argumentation and critical thinking; guided them to reach well-informed conclusions

PROJECTS

University:

- Led a team of four to design and prototype an **AI-powered inventory management system** combining computer vision and RFID technology to automate product tracking and reduce manual errors
- Collaborated with a team to help with participant retention for Keep Coyote Creek Beautiful, a non-profit community-based organization that focuses on keeping the ecosystem clean. Increased volunteer participation by 21% and improved overall community engagement by organizing quarterly events
- Conducted financial analysis of Apple by examining key financial statements (income statement, balance sheet, cash flow statement) and market data. Assessed performance using valuation metrics such as P/E ratio, profit margins, and revenue growth