

# Riya Murdeshwar

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## EDUCATION

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### San Jose State University

BSBA., Major in Marketing - GPA: 3.46/4.00

Graduation: Jun 2026

San Jose, CA

- **Relevant Coursework:** Integrated Marketing Communications, Systems Analysis and Design, Database Management Systems, Linguistic Development, Business Programming, Global Dimensions of Business, Networking and Data Communications, Business Strategy and Information Systems, Consumer Behavior

### De Anza Community College

AA., Marketing Management - GPA: 3.83/4.00

Graduation: Jun 2026

Cupertino, CA

- **Relevant Coursework:** Financial Accounting, Legal Environmental of Business, International Business Management, International Marketing, Business Communication, Social Media Marketing Strategies

## WORK EXPERIENCE

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### Hewlett-Packard/HP - Business Analyst Extern [Cupertino, CA]

Aug 2024 - Dec 2024

- Conducted a basic market analysis to become familiar with emerging trends, competitive landscape, and key opportunities for growth in the AI-enabled productivity tools market.
- Conducted research to source a startup that aligned with the organization's investment thesis, and an investment summary to highlight the viability and growth potential of potential investments

### Her Campus Media - Business Development Intern [San Jose, CA]

Aug 2024 - Nov 2024

- Track partnership metrics and analyze campaign performance to provide actionable insights for optimizing future partnerships
- Analyze industry trends and competitors to identify potential growth opportunities for business development strategies

### Beats by Dre - Branding Strategy and Analytics Extern [Remote]

Jul 2024 - Sept 2024

- Conducting consumer trends research, focusing on the audio industry and GenZ behaviors, and identifying driving factors
- Executing end-to-end consumer research; from scoping to data analysis and participant engagement
- Developing interpersonal skills public speaking prowess, and effectively presenting findings to live remote audiences with clarity

### VMware - Product Development Intern [Palo Alto, CA]

Jun 2021 - Aug 2021

- Created an EdTech platform strategically designed to empower students in seamlessly accessing scholarships aligned with their chosen fields or majors, offering a visionary solution for their educational and career trajectories

## LEADERSHIP

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### USFCA Kesem - Volunteer [San Francisco, CA]

Aug 2022 - May 2024

- Supporting children through and beyond a parent's cancer, ensuring that every child impacted by a parent's cancer is never alone
- Providing hands-on donor stewardship and logistic support to the Kesem team at regional fundraising galas and events

## PROJECTS

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### Multi Regression to Predict GDP Per Capita - (Excel, Tableau.) [San Jose, CA]

Nov 2021 - Feb 2022

- Developed a multi-regression model to predict GDP per capita, bypassing manual calculations and relying on key measurable statistics. Utilizing features like Population Density, Net Migration, Infant Mortality, Phones per 1000, Agriculture, Industry, Regional Label, and Climate Label, the Python-based model achieved an impressive R-squared of 0.857. These findings provide valuable insights for economists and governments, offering a nuanced understanding of economic trends and areas for focused development.

## SKILLS

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**Technology Languages:** Java, Swift, HTML, Python, SQL

**Skills:** Adobe Photoshop Lightroom, Microsoft Excel, Powerpoint, Canva

**Organizations:** SJSU Marketing Association, SJSU MIS Association, SJSU WIB

**Certificates:** Cisco Cybersecurity Operations Certification, Google Digital Marketing and E-Commerce