Smrithi Amrith Kumar

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Summary

Business Management Information Systems (MIS) major with a Computer Science minor at SJSU, experienced in data analytics, digital product strategy, and marketing campaigns. Skilled in SQL, Python, Tableau, and Excel with externship experience at NewsCorp and a digital marketing internship at SociallyGood.

Education

Bachelor of Science in Business Administration, Management Information Systems (MIS) & Computer Science Minor - San Jose State University | Graduation: 2027.

- **MIS:** Business Analysis, Systems Analysis and Design, Database Management, Networks & Programming, Data Structures, Web Applications Development, Operations Management
- **Business:** Financial Accounting, Managerial Accounting, Business Statistics, Microeconomics, Macroeconomics, Business Programming
- **Computer Science:** Python, Java Programming, Processing Big Data, Algorithms, Excel

Skills

Technical: SQL, Python, Java, Tableau, Excel, Google Sheets, PowerPoint, Data Visualization, Market Research
Business/Analytics: Data Analysis, AI Personalization, Database Management, Digital Marketing, Market Research, Competitive Benchmarking, KPI monitoring
Soft: Collaboration, Communication, Problem-Solving, Strategic Thinking, Critical Thinking

Experience

Digital Product Strategy Extern – AI Personalization & Market Research
NewsCorp (via Extern) — Remote | Jun 2025 – Aug 2025

- Conducted market research and competitor benchmarking to evaluate AI personalization trends and product positioning in news media
- Designed and distributed user surveys; analyzed quantitative and qualitative data to identify top feature preferences
- Collaborated in a cross-functional team to develop a data-driven product strategy deck presented to NewsCorp executives; developed Go-to-Market strategies, KPI tracking frameworks, and product recommendations
- Synthesized market research, survey results, and competitor analysis into actionable recommendations for product development
- Prepared executive-level presentations summarizing insights, trends, and recommended actions for leadership
- Gained hands-on experience in digital product strategy, survey design, and data analysis with real-world client impact

Digital Marketing Intern - *SociallyGood* — Remote | Jun 2023 – Aug 2023

- Designed and launched social media and fundraising campaigns, boosting nonprofit online visibility and donor engagement
- Designed engaging email and fundraising campaigns with team members
- Engaged with online communities to enhance brand presence and interaction
- Developed email marketing sequences that improved fundraising response rates and volunteer recruitment

DECA - Member – Mountain House High School | 2023

- Presented a case study on transforming a local convenience store into an expanded retail model, proposing strategies for growth, customer engagement, and financial feasibility
- Conducted analysis of consumer buying patterns, product inventory, competitor strategies, and local demographics to identify growth opportunities and recommend cost-effective expansion strategies, improving projected profitability and market share; recognized at the district-level competition

Certifications:

Google Data Analytics Professional Certificate – Coursera (In Progress)
Data cleaning, SQL, R programming, data visualization, statistical analysis, dashboard creation (Tableau/Google Data Studio