

Snehal Bakshi

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SUMMARY

Business Management Information Systems student at San José State University with experience in marketing consulting, academic research, and student leadership. Skilled in leveraging technology and data analytics to optimize workflows and support strategic decisions. Passionate about applying information systems to bridge technology and management and deliver actionable insights.

EXPERIENCE

Marketing Consultant

Sept 2025 – Present

Cohesity

San José, CA

- Conducted competitor analyses of LinkedIn, TikTok, and Instagram to evaluate engagement and performance.
- Applied analytics and benchmarking to identify opportunities for brand visibility, Catalyst1 promotion, and follower growth.
- Developed data-driven marketing plans integrating content optimization and workflow recommendations.
- Collaborated with marketing and communications teams to align recommendations with enterprise goals.
- Presented findings and implementation strategies to executives, emphasizing measurable engagement outcomes.

Research Assistant — University Research Opportunity Program

Sept 2025 – Present

San José State University

San José, CA

- Researched the influence of Artificial Intelligence on entrepreneurship and innovation under faculty mentor Dr. Gurmeet Naroola.
- Reviewed academic and industry literature to evaluate AI impact on startup formation, opportunity recognition, and ethics.
- Synthesized findings into structured summaries to support case-study development and data-driven analysis.

Resident Advisor

Jul 2025 – Present

San José State University Housing Services

San José, CA

- Supervised and mentored 35+ residents, maintaining an inclusive, safe, and academically supportive community.
- Planned, budgeted, and executed 6+ community events per semester; tracked participation metrics to evaluate engagement.
- Led the JEDI (Justice, Equity, Diversity & Inclusion) Committee, coordinating initiatives for 1,000+ residents and managing event budgets.
- Resolved conflicts, enforced housing policies, and collaborated with Student Conduct and Counseling Services to support resident well-being.

Design Collaborator

Jun 2023 – Jun 2023

University of Illinois, Human-Centered Design Camp

Urbana-Champaign, IL

- Collaborated with an eight-member interdisciplinary team to design a low-cost projector prototype for underprivileged communities.
- Developed and presented the final concept at the Siebel Center, addressing maintenance and mounting constraints.

2025 SUMMER PROJECT

Yumio — Social Food Community Web App

May 2025 – Present

Personal Project

React, Firebase, Gemini API

- Built a social food community web app using **React** to let users post dishes, record cooking metrics, and engage through an interactive feed.
- Used **Firebase** for authentication, real-time data storage (Firestore), and user management for a seamless and secure experience.
- Implemented AI-powered recipe personalization using the **Gemini API**, adapting recipes to dietary preferences and available ingredients.
- Designed collaborative “Kitchens” for themed groups, cooking challenges, and shared recipe discussions.

EDUCATION

B.S. in Business Administration, Management Information Systems

Expected June 2028

San José State University

San José, CA

- **Relevant Coursework:** Business Math and Statistics, Micro and Macro Economics, Financial Accounting, Python Programming, Critical Thinking and Writing

SKILLS

Technical: Python, React, Firebase, Firestore, Google Cloud, Slack

Business: Market Research, Data Analytics, Project Management, Information Systems Strategy, Workflow Optimization

Soft Skills: Communication, Collaboration, Leadership, Problem Solving, Adaptability, Attention to Detail, Organization