

## Subha N. Khan

San José, California

khansubha.21@gmail.com | C. 925.732.8249 | [www.linkedin.com/in/subhakhan](http://www.linkedin.com/in/subhakhan)

### SKILLS

| SQL | Python | Tableau | MS Office Suite - Excel, Word, PowerPoint | Market Research  
| Project Management | Data Analysis | Public Speaking | Web Development Gutenberg  
WordPress | Leadership | Writing | Problem Solving | Bengali | Spanish |

### EDUCATION

B.S., Business Administration, Management Information Systems; Minor in Computer Science  
San Jose State University, San Jose, CA, GPA: 3.98 June 2024

### PROFESSIONAL EXPERIENCE

#### Marketing Analyst Intern

Livermore Amador Valley Transportation Authority March 2022 – present

- Analyzed data and executed marketing campaign to increase ridership by 9%
- Performed data cleansing of ridership and vendor data
- Designed new website pages projected to boost user engagement by 3%
- Created 30+ different marketing collateral, designed and updated bus schedules,

#### Director of Consulting

San Jose State University Marketing Association May 2022 – present

- Direct hiring, training, and performance evaluations of 15+ consultants and project managers
- Oversee daily activities for Consulting Program and communicate with clients
- Organize and execute Inter-Organizational Consulting Competition with 95+ attendees

#### Consulting Project Manager

December 2021 – May 2022

- Manage 5-6 consultants by helping create, direct marketing activities
- Collaborate with client in a professional manner to deliver best results

#### Consultant

October 2021 – December 2021

- Identify 3 new distribution channels for product to increase sales 15%
- Collect and analyze data to identify potential markets and factors affecting product demand
- Translate complex findings into 11+ presentations, visualize data graphically

### PROJECT EXPERIENCE

#### Systems Analysis Webstore Case Study, SJSU

August 2022 – December 2022

- Collaborated with cross-functional team to create hypothetical webstore information system
- Created 3+ data flow diagrams and followed project management methods

#### State of Remote Work in U.S. Data Analysis Project, SJSU

January 2021 – May 2022

- Lead team of 7 students in analyzing and visualizing remote work data on Tableau
- Utilized SQL queries on 3 government open data sites

#### Personal Python Projects

- Programmed word replacement program, binary search algorithm October 2022 – present