

# Sowmika Yeturu

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## EDUCATION

**San Jose State University** (GPA: 3.85/4.0)

**San Jose, CA**

**BS in Business Administration, Management Information Systems**

**Graduation: May 2027**

- Relevant Coursework: Financial and Managerial Accounting, Excel, Graphic Designing, Critical Thinking and Writing, Principle of Economics, Legal Environment of Business, Introduction to Python Programming, Math for Business, Statistics, Business Writing
- Organizations: Marketing Association, Women In Business, Management Information Systems Association

## WORK EXPERIENCE

**SJSU Women In Business**

**San Jose, CA**

Vice President of Marketing

May 2024 - Present

- Conducted social media performance analysis through Google Analytics, identifying key content types that boosted reach and engagement
- Recommended data-driven strategies like trend based videos and student spotlights to expand the club's audience and strengthen campus presence
- Designed and executed an Instagram campaign using Canva and CapCut, increasing engagement among students by creating interactive content
- Led weekly marketing discussions with the executive board, ensuring alignment of content strategy with organizational goals

**Project FireWatch Consulting Project**

**San Jose, CA**

Research Analyst

Feb 2024 – May 2024

- Conducted market and financial research on competitors, target demographics, and industry trends to support client product positioning
- Analyzed performance metrics and stakeholder feedback using database tools like Excel to identify gaps and opportunities
- Developed recommendations on global market strategy using SWOT analysis for scalability
- Developed research findings at a regional conference, demonstrating attention to detail and strong presentation skills

**Bay Area Red Cross**

**San Jose, CA**

Fundraising and Publicity Committee

Aug 2022 – May 2023

- Raised \$2,000+ through community campaigns, donation drives, and charity auctions
- Designed and managed publicity materials and social media content to increase fundraising reach
- Contributed to team strategy and compliance planning, resolving conflicts through collaborative problem-solving

**Kumon**

**San Jose, CA**

Math and English Instructor

June 2023 – June 2024

- Taught PreK–10th grade students in math and English, addressing learning gaps through active problem-solving
- Recorded and maintained student progress using Excel/Sheets, ensuring attention to detail
- Organized inventory and documentation, practicing efficient decision-making

## SKILLS & CERTIFICATIONS

**Certifications:** SEO Foundations Skills: Python, SQL, Tableau, Power BI, Canva, Adobe Suite, Adobe Creative Cloud, Photoshop, Illustrator, Slack, Google Drive, Google Apps Suite, LinkedIn, Google Analytics, Market Research, Competitive Analysis, Communication, Storytelling, Database Management, Data Analytics, Financial Analysis, SEO, Tik Tok, Operating Systems, Agile