

Varshita Kalakota

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EDUCATION

B.S., Business Administration
Concentration in Management Information Systems
San Jose State University, San Jose, CA

August 2022 – December 2025

EXPERIENCE

Project Management Intern, Studio Rx | IPG Health

June 2024 – August 2024

- Attended and led hot sheet meetings, ensuring up-to-date project information for the team, and distributing comprehensive post-meeting recaps to relevant stakeholders
- Managed projects with effective communication between teams and utilized Workfront to support the development of project deliverables
- Identified project risks and researched solutions to mitigate potential issues in Veeva and Carousel, contributing to the overall project success
- Led a DTC and HCP marketing campaign pitch project with 13 interns to increase brand awareness for Cologuard by managing timelines, coordinating collaboration, projecting financial budgets, developing execution tactics, addressing market challenges, and implementing social media strategies, culminating in a successful pitch to the CEO and C-level executives

Marketing Operations Intern, Shades

April 2024 - May 2024

- Supported tech start-up in app marketing campaigns by creating content, designing ads with Canva, and conducting competitor analysis
- Engaged with the college demographic to gather feedback, boost app downloads by 10%, and enhance brand visibility among university students through social media
- Contributed to social media strategy by managing influencer campaigns, leveraging data and insights to refine marketing efforts, and assisting in team strategy creation and execution to drive overall campaign performance

Project Mentor, Nirvana Soul

September 2023 - December 2023

- Directed a consulting project to develop a sample strategy plan for the launch of a new fundraising program, emphasizing go-to-market strategies and merchandising initiatives
- Conducted meetings to define project goals, ensuring efficient progress tracking and streamlined timelines, showcasing time management skills
- Facilitated communication between team members and organization representatives, demonstrating strong interpersonal and communication skills
- Utilized Excel for data analysis and reporting in project management activities

Design Consultant, May The Art Be With You

February 2023 - April 2023

- Created 20+ visual communication deliverables utilizing Canva to showcase researched data and solutions, contributing to expanding the business and increasing engagement for mindfulness workshops, photography, and videography services offered
- Implemented market research strategy devised by the team and incorporated deliverables, boosting brand awareness and traffic by 30%

SKILLS

Workfront, Microsoft Word, Excel, PowerPoint, Outlook, Google Suite, Slack, Zoom, Canva

Activities

VP of Mentorship, Women in Business (SJSU)

May 2023 – Present

- Lead mentorship programs for 50+ members, coordinate workshops and networking events, manage 10+ mentor-mentee pairings, and actively recruit new members and mentors to enhance professional growth and community engagement

Community Engagement Team Member, HerCampus (SJSU)

July 2023 - December 2023

- Organized club events and initiatives, created content, and engaged with members to boost audience engagement