

Yashika Gupta

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EDUCATION

San José State University

San Jose, CA

Business Administration- Management Information Systems

May 2026

Double Minor in **Economics and Public Relations** | **GPA: 3.7**

- **Relevant Coursework:** System Analysis & Design, Marketing, Leadership & Innovation, Economics, and Business Programming
- **Awards/Clubs:** Dean's List, Presidential Volunteer Service Award, Delta Sigma Pi- Theta Chi

WORK EXPERIENCE

Delta Sigma Pi - SJSU Theta Chi

San Jose, CA

Vice President of Professional Development

December 2024 - Present

- Lead professional events, including interactive workshops and company tours, to enhance skill sets.
- Mentor new pledge class on professional skills, focusing on email etiquette and public speaking.
- Collaborate with on-campus organizations to create monthly networking opportunities.

FlowMingle.Live

San Jose, CA

Marketing Intern

June 2024 - August 2024

- Planned and executed marketing events, managing logistics and coordinating with vendors and partners.
- Created promotionals, including flyers, social media posts, and email campaigns, to boost engagement.
- Conducted market research to identify target audiences and develop tailored marketing strategies.

HerCampus SJSU

San Jose, CA

Social Media Coordinator

August 2023 - June 2024

- Produced engaging content, including flyers and social media posts, for weekly events and updates.
- Collaborated with the team to manage social media platforms, boosting community engagement by 30%.
- Developed innovative themes for social media and documented team events through photography.

LEADERSHIP EXPERIENCE & ACTIVITIES

Linens N Love Club

San Jose, CA

President

August 2022 - June 2024

- Established a chapter at SJSU, recruiting 30+ members via social media campaigns, and tabling events.
- Coordinated with hotels to secure donations of 250+ linens, which were distributed to homeless shelters.

Mayor David Haubert

Dublin, CA

Marketing Intern

August 2020- January 2021

- Conducted 500+ calls to residents, achieving the highest success rate and boosting voter turnout.
- Implemented marketing initiatives on social media to expand campaign reach and target businesses.

SKILLS & INTERESTS

Technical Skills: SCRUM, Python, Spyder, Agile Methodology, Jira, Asana, Trello, Tableau, Microsoft 365, Adobe Creative Cloud, Google Suite, Data Analysis, Kanban.

Certifications: Agile Project Management with Jira Cloud (LinkedIn/PMI), Project Management Foundations (LinkedIn), Designing Business Presentations (LinkedIn), Enterprise Agile: Growing Scrum (LinkedIn).