

# KAVYA DOSHI

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<b>EDUCATION</b>	<b>UNIVERSITY OF MICHIGAN</b> <b>College of Literature, Science, and the Arts, School of Information</b> Bachelor of Science, May 2027 <ul style="list-style-type: none"><li>• Majors: User Experience Design and Cognitive Science</li><li>• GPA: 3.67/4.00 minors in Business and Computer Science</li><li>• Relevant Coursework: Introduction to Quantitative Methods, Human-Computer Interaction, Computational Linguistics, Language and the Human Mind, Behavioral Science for Social Impact, Introduction to Statistics and Data Analysis, Data Structures and Algorithms</li></ul>	<b>Ann Arbor, MI</b>
<b>EXPERIENCE</b>	<b>VETR HEALTH</b> <b>Business Development and Growth Intern</b> <ul style="list-style-type: none"><li>• Conducted interviews with stakeholders in Ann Arbor to find pain points in pet care, using insights to shape the market entry strategy, and gained 100+ prospective members</li><li>• Collaborated with founders, marketing, and engineering teams to analyze market trends, secure partnerships with 15+ local businesses for pet-friendly events, and refine advertising and social media strategies to boost regional brand awareness and community engagement</li><li>• Participated in Google AI for Startups brainstorming sessions, identifying improvements in onboarding and patient data collection to design a platform helping clinics nationwide</li></ul>	<b>Grand Rapids, MI</b>
<b>2025 Summer</b>	<b>TROPICAL SMOOTHIE CAFE SUPPORT CENTER</b> <b>Project Manager</b> <ul style="list-style-type: none"><li>• Led a team of 5 individuals and connecting with 25+ directors, VPs, and C-suite members across 10 key company areas to gain a comprehensive understanding of company operations, marketing, and strategic priorities, and develop a playbook for growth in three key markets</li><li>• Synthesized sales data, consumer survey data, and observations from in-cafe visits to improve the loyalty program, to boost active customer retention by 15% and create lifelong customers</li></ul>	<b>Atlanta, GA</b>
<b>2025 Summer</b>	<b>SOUNDCLOUD</b> <b>Business Analyst</b> <ul style="list-style-type: none"><li>• Formed a student ambassador program aimed at expanding the college student artist and listener base, resulting in a projected enrollment of 25 student ambassadors in 10 colleges</li><li>• Translated insights from 500+ student survey responses and 1,000+ data points to identify growth areas and demographic preferences, projecting a 30% increase in engagement</li><li>• Created a comprehensive playbook for student ambassadors using Figma and Excel, including twenty event ideas, a detailed sample timeline, a training handbook, social media guidelines, marketing resources, and budgets to improve onboarding and training efficiency by 25%</li></ul>	<b>New York City, NY</b>
<b>2024</b>	<b>APEX CONSULTING GROUP</b> <b>Project Manager, DEI Lead</b> <ul style="list-style-type: none"><li>• Implemented a new delivery system for a Detroit-based farm-to-table grocery service, strategically leveraging third-party partnerships to optimize resources, resulting in an 18% increase in deliveries over two years and expanded geographic reach across Metro Detroit</li><li>• Developed a comprehensive pricing model for a healthcare SaaS company by synthesizing insights from 10+ stakeholder interviews, streamlining operations and enhancing customer experience, resulting in projected time savings of 15–20% and improved conversion rates</li><li>• Managed an analyst team to develop a youth engagement playbook for an NBA team, using survey metrics, industry insights, and competitor case studies, and presented it to team leadership to support youth fan growth over the next 3 years amid the team’s rapid rise</li></ul>	<b>Ann Arbor, MI</b>
<b>2024-Present</b>	<b>OPTIMIZE- STARTUP INCUBATOR</b> <b>Creative Lead - Social Innovation Challenge</b> <ul style="list-style-type: none"><li>• Redesigned and led a six-part Social Innovation Challenge series, aligning curriculum with stakeholder needs and introducing peer-led sessions, achieving a 17% increase in retention</li><li>• Advised 100+ student teams through startup development, bridging resource gaps and offering tailored mentorship, resulting in 60 teams securing up to \$10K of funding</li><li>• Spearheaded marketing efforts, launching content strategies and a Notion tracker to increase in engagement by 22% across Instagram, Facebook, and the organization's website</li></ul>	<b>Ann Arbor, MI</b>
<b>2023-Present</b>	<b>ADDITIONAL</b> <ul style="list-style-type: none"><li>• Proficient in Canva, Google Suite, PowerPoint, Figma, Photoshop, Illustrator, C++</li><li>• Concluded 14 years of classical Hindustani vocal training with a 3-hour live performance</li><li>• Have a goal of running a half-marathon by 2026</li></ul>	