Sanjana Krishnamurthy

+1 (612) 999-5989 | sanjk22@bu.edu | linkedin.com/in/sanjanakrishnamurthy/ | https://sxnjanak.github.io/

EDUCATION

Boston University (Medical Leave of Absence, Fall 22 and Spring 23)   **Boston, MA**
B.A. in International Relations, Cumulative GPA: 3.6/4.0   May 2025

University of Minnesota, Twin Cities   **Minneapolis, MN**
B.A. Candidate in Economics   Sep. 2020 – May 2021

PROFESSIONAL EXPERIENCE

Tarjimly - YC W18   **Mountain View, CA**
Product Management Intern   Jun. 2023 – Present
- Launched an initial roll-out of 'scheduling' feature to 500 translator users by leveraging feedback from self-led focus groups with 14 users along with additional PMF surveys used to guide user-centric design and product development.
- Spearheading the development and ideation of a 'return to translator' feature; conducting risk assessments with refugee users.

Rafiki Africa - Develop for Good   **Remote**
Product Manager   May 2023 – Present
- Drove the development of a supplementary teaching app from ideation to prototype and earned a 95% approval rating from teachers by conducting weekly user interviews, designing affinity diagrams, and crafting a comprehensive product roadmap.
- Defined a new product vision and delivered a product feature to completion, resulting in a 65% increase in user efficiency completing tasks, communicating, and planning lessons after uncovering user pain points during product iteration cycles.

Standard Metrics - Series A Fintech Startup   **San Francisco, CA**
Business Development Intern   May 2022 – Nov. 2022
- Synthesized pain points from 15 customer calls by consolidating qualitative metrics from 3 surveys to develop and implement internal feedback tagging guide for smoother customer feedback ingestion and product iteration process.
- Achieved 97% accuracy in churn prediction by driving research/implementation of a customer health dashboard with custom notifications to predict churn by compiling product market fit score, platform utilization index, and qualitative metrics.
- Created a Q2 business review that forecasts churn risk for existing customers, predicts pipeline growth, and proposes diversification opportunities for Q3 of 2022 by analyzing wins, financial metrics, and the current sales cycle.

Indigo Arrows   **Remote**
Strategy Consultant (Contract)   Jan. 2022 – May 2022
- Catalyzed a 75% improvement in website user experience and a 15% rise in online sales within the first year by developing a comprehensive digital growth strategy with a cross-functional team of 8, while analyzing insights from 250 customer surveys.
- Performed cost optimization and market research, resulting in a 7% reduction in client expenses and an increase in revenue.

EXTRACURRICULAR EXPERIENCE

Bridging the Gap   **Remote**
Student Consultant → Finance Committee → Director of Fundraising   May 2021 – Present
- Yielded $500+ in total revenue from sponsorships by recruiting 40+ participants from across 20 universities for BTG's inaugural case competition while obtaining and managing corporate partnerships with top consulting firms.
- Maximized click-to-conversion rates by 70% for Bridging the Gap's website by designing new digital growth strategies.
- Boosted engagement on social media platforms by 195% while raising $1k+ through donations and sponsorships by spearheading the fundraising campaign with a team of 4 and innovating on social media and email marketing campaigns.

Harvard Open Data Project   **Cambridge, MA**
Content Lead   Sep. 2021 – Present
- Advised 20 contributing writers to develop data science projects and advance articles to publication on hodp.org.
- Directed new organization-wide journalism/editorial standards, utilized by 100+ members in the article writing process.

Charcoal Magazine   **Boston, MA**
Marketing Team Advisor & Model   Aug. 2021 – Aug. 2022
- Attained 200%+ overall social media growth and increased event engagement by 150% over a 5-month window by consulting with a team of 9 to devise and implement optimal marketing strategies; amplified and showcased student art.
- Amassed 15k+ followers across media platforms through story-driven content and engagement with the BIPOC community.

SKILLS & PERSONAL

Technical Skills: Intermediate Python, Canva, Figma, HTML, CSS, Tableau, MS Excel & PowerPoint
Awards & Honors: Dean's List (Fall 2021), President Emerging Scholar, Synergist Finance Fellow, National Oratory 2nd Place
Languages & Hobbies: Tamil (Native Fluency), Singing, Archival Fashion, Legos, Studio Ghibli, Pilates/Yoga, Beyoncé