Sanjana Pulipati

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EDUCATION

Carnegie Mellon University - *Tepper School of Business | Fall Semester Dean's List,* ***GPA: 3.7/4.0*** **Aug. 2024 - May 2028**
B.S. Business Administration ; Additional Major in Statistics and Machine Learning *Pittsburgh, PA*
Relevant Coursework: Finance, Accounting, Micro/Macro Economics, Marketing, Principles of Computing, Statistics/Data Science

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WORK EXPERIENCE

E joule inc **May 2025 - Aug. 2025**
Marketing Consultant Intern *Fremont, CA*

- Compared India vs. China lithium-ion battery manufacturing across 4 metrics (capacity, incentives, cost, key players), identifying 3–5 key cost advantages and supply chain gaps to inform market entry and sourcing decisions.
- Researched 20+ lithium-ion battery industries, policy, and technical sources under guidance of Xian Feng (Cornell PhD), benchmarking India vs. China across cost, capacity, and supply chains.
- Identified 3-5 structural gaps and ~15-20% cost differences, informing ~$50M+ market entry and expansion opportunities in battery and energy storage markets in India.

Ernst and Young **Jun. 2023 - Sep. 2023**
Business Analyst Intern *Hyderabad, India*

- Structured datasets and supported project documentation across multiple sectors (Financial Services, TMT, Consumer, Industrial), improving tracking efficiency by ~35% and reducing reporting errors by ~20%.
- Analyzed operational workflows and engagement datasets (500+ records) for Amara Raja Batteries (~$2B market cap) in Excel, identifying digital transformation opportunities that improved process efficiency by ~25% and enhanced data visibility across client operations.
- Developed and presented 3 data-driven recommendations, identifying process inefficiencies and revenue leakages, supporting ~15% engagement improvement and identifying potential revenue uplift opportunities.

NON-PROFIT & EXTRACURRICULARS

Notefynd **Mar. 2020 - Aug. 2024**
Cofounder *Hyderabad, India*

- Built an aggregator platform enabling students to share academic notes, addressing fragmented access to study resources and improving peer-to-peer learning efficiency.
- Executed campus ambassador initiatives and ran targeted marketing campaigns across 10+ colleges, driving user acquisition and scaling Notefynd to 15,000+ users.

Nexteen **Jan 2022 - Aug.2024**
Vice President of Operations *Hyderabad, India*

- Spearheaded an entrepreneurship program connecting 100+ students (ages 16–21) with CEOs and senior executives, delivering live sessions and hands-on projects to apply business concepts in real-world company settings.
- Scaled Nexteen to 100+ students by leading targeted outreach across schools, managing student ambassador referrals, and driving sign-ups through structured campaigns and coordinated live sessions with Intel (VPs/MDs) on entrepreneurship and business strategy.

LEADERSHIP

Girl Up Prerna **Jan. 2019 - Present**
President *Hyderabad, India*

- Fundraised ~$5,000 by organizing school-wide donation drives and community events and partnering with local government bodies, funding 40 scholarships through Girl Up Prerna(UN Girl Up campaign) and improving school enrollment and retention.
- Directed expansion across 10 rural villages in India by coordinating with local leaders, schools, and government representatives to conduct on-ground outreach and needs assessments, identifying underserved beneficiaries and ensuring targeted scholarship allocation to expand access to education.
- Optimized budgets and workflows by reallocating spend from low-impact awareness events to direct scholarships and targeted village outreach, increasing students supported per $1 by ~25% and reducing cost per student by ~20%.

ADDITIONAL INFORMATION

Skills/Relevant Knowledge: Python, R Studio, Java, Microsoft Office Suite, Customer Segmentation, Market Basket Analysis, Business & Growth Strategy, Financial Analysis, DCF Valuation
Awards: The Indus Entrepreneur India: Best Business Plan Competition (2022) (Placed 1st of 2000 individuals); The Indus Entrepreneur Global: Best Customer Validation (2023); Oakridge International School Hyderabad: Academic Excellence financial scholarship (2023-2024)
Interests: Public Speaking, Dancing, Cricket, Golf, Piano, Badminton, Thrifting, Rappelling