

# ANUSHKA JHA

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| <b>EDUCATION</b>                 | <b>UNIVERSITY OF MICHIGAN</b><br><b>Stephen M. Ross School of Business</b><br>Bachelor of Business Administration, May 2026 <ul style="list-style-type: none"><li>• Emphasis in Strategy</li><li>• Member: ACE Consulting Group, Society of Women in Finance, BBA Marketing Club</li></ul>   | <b>Ann Arbor, MI</b>                   |
| <b>EXPERIENCE</b><br><b>2023</b> | <b>KPMG</b><br><b>Audit and Advisory Intern</b> <ul style="list-style-type: none"><li>• Spearheaded comprehensive salary benchmarking analysis for joint-stock company, to ensure competitiveness in retaining top talent in construction market, uncovering cost-saving opportunities, achieving 10% reduction in compensation expenditures</li><li>• Created cost optimization strategy for client by analyzing operational processes to identify inefficiencies, such as redundant tasks and resource misallocation. Recommended tailored improvements, resulting in reduction of client's overhead expenses</li></ul>  | <b>Manama, Bahrain</b>                 |
| <b>2023-Present</b>              | <b>ACE CONSULTING GROUP</b><br><b>Analyst</b> <ul style="list-style-type: none"><li>• Spearheaded OneDNA market reach by curating list of over 70 clubs for potential partnerships, designing calendar of notable events, crafting email templates to streamline communications, enhancing OneDNA's community engagement and brand visibility</li><li>• Directed cross-functional team in extensive audit and enhancement of OneDNA's digital presence by executing SEO strategies and data analytics, escalating website traffic and user engagement, culminating in a 25% increase in online sales revenue within inaugural quarter</li><li>• Formulated content strategy leveraging high-engagement posts, optimized timing, hashtags to boost visibility and race participation, incorporating detailed keyword research and on-page optimization to elevate Epic Races' online visibility</li></ul>   | <b>Ann Arbor, MI</b>                   |
| <b>2023-2024</b>                 | <b>SUSTAINABILITY EXCELLENCE</b><br><b>Consulting Intern</b> <ul style="list-style-type: none"><li>• Evaluated 5 crucial ESG factors for mining company using formal commitments, quantitative targets, and ESG extended data reports over last 6 years, identifying critical areas to align practices with industry best practices and stakeholder expectations</li><li>• Discovered factor linkages in worker safety and health measurements utilizing correlation matrices, regression models; separated genuine phenomena from spurious anomalies by applying data cleaning techniques, boosting accuracy of regression results by 98%</li><li>• Co-created ESG analysis tool through statistical methods analyzing 2 potential improvement scenarios aimed at refining business operations, closely monitoring their effectiveness through clear indicators, increasing adoption of sustainable practices among 3 partners by 20%</li></ul> | <b>Abu Dhabi, United Arab Emirates</b> |
| <b>2024</b>                      | <b>ALLPEOPLE MARKETPLACE</b><br><b>Business Development Intern</b> <ul style="list-style-type: none"><li>• Conducted competitive analysis on sustainable consumer goods, identifying untapped market segments that led to the development of a new product line, resulting in a 12% expansion in offerings and an increase in market share</li><li>• Analyzed purchasing trends and customer data, identifying key drivers of repeat purchases. Developed targeted loyalty initiatives, including personalized discounts and product recommendations, resulting in a 15% increase in repeat customer purchases over 3 months</li><li>• Identified gaps in eco-friendly product offerings and prepared business cases for new suppliers, resulting in partnerships with three sustainable vendors and expanding AllPeople's product range while maintaining affordability</li></ul>   | <b>San Luis Obispo, CA</b>             |
| <b>ADDITIONAL</b>                | <ul style="list-style-type: none"><li>• Middle Eastern cuisine enthusiast, avid fan of everything from hummus to falafel</li><li>• Specialize in paintings combining flowers with nuanced expressions of facial features</li><li>• 4th place for writing amongst 3000 participants, 1st place for debate in World Scholars Cup</li><li>• Languages: Hindi (Native), English (Fluent); Proficient in R, Tableau</li></ul>   |  |