SAANAVI SHAH

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Education

University of Pennsylvania, The Wharton School *May 2030*
B.S. in Economics | Intended Concentration: Marketing & Operations Management | Joseph Wharton Scholar

Relevant Experience

Outamation, B2B Software Start-Up, *Marketing Intern* *June - July 2025*
- Collaborated with the CHRO and CMO on marketing and business-development initiatives.
- Developed the company's first direct-marketing proof of concept, generating 100+ engaged leads, outreach scripts, tracking tools, and user guides; evaluated LinkedIn Sales Navigator, ZeroBounce, and Seamless.AI.

The Daily Pennsylvanian Newspaper, *Corporate Relations Staffer* *Sept. 2026 - Present*
- Researching prospective corporate partners, support DoorDash partnership development and sponsorship outreach, and collaborate with The Daily Pennsylvanian Foundation on long-term business strategy.

Stories by Saanavi Photography, *Founder & Photographer* *Jan. 2026 - Present*
- Founded an independent portrait and event photography business, managing client communications, creative direction, and professional photo editing in Adobe Lightroom and Photoshop.

Wharton Undergraduates in Public Policy, *Consultant* *Sept. 2026 - Present*
- Researching institutional models and policy adoption barriers to help scale PhD researcher Bruna Avancini's child-participation methodology internationally, including potential collaboration with UNICEF country offices.

Activities & Leadership

The Eagle Angle, Student-led Publication, *Editor-in-Chief* *August 2022 - May 2026*
- Led editorial and marketing strategy for a 5,000+ audience, increasing digital engagement 620% and yearbook sales 28%.

"What is Bharatanatyam?," Children's Book, *Self-published Author and Cultural Advocate* *July 2024 - Present*
- Authored and self-published a 63-page illustrated children's book on Bharatanatyam; led a volunteer team.
- Led educational workshops and distributed copies to 100+ libraries and schools internationally, reaching 300K+ people; donated all proceeds to nonprofits.

Allen Eagle Robotics, *CEO, BEST Robotics | Marketing Director, FIRST Robotics* *August 2022 - May 2026*
- Led marketing strategy for a 100+ member robotics team, contributing to two national championships; secured a $99K grant for educational summer camps.

Marketing Undergraduate Student Establishment (MUSE), *AMA Marketing Case Competitor* *Sept. 2026 - Present*
- Developing an integrated marketing campaign for Cigna Healthcare focused on Gen Z's transition to independent health coverage.

Awards

- **Scholastic Art & Writing Awards** | National Gold Medalist in Poetry (2024) | 5× Regional Gold Medalist
- **UIL Journalism State Championships** | 2nd in Feature Writing | 5th in Copy Editing

Skills

- **Technical:** LinkedIn Sales Navigator, ZeroBounce, Seamless.AI, Adobe Photoshop, Lightroom, InDesign, Illustrator, Canva, Google Workspace, Microsoft Office
- **Languages***:* English, Spanish, Gujarati