

Aseem Shukla

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PROFESSIONAL EXPERIENCE

Harvard Business School, Boston, MA (remote)

Research Associate

Jan. 2021 – present

Conduct research and case-writing for Professor Ranjay Gulati's work on purpose-driven organizations.

- Conducted primary interviews, wrote an HBS case (to appear shortly) on a mission-driven healthcare company.
- Contributed data, research, fact-checking, and editing to Prof. Gulati's upcoming book on purpose-driven companies.

Columbia Journalism Investigations, New York, NY

Postgraduate Reporting Fellow, Voter Access Project

July 2020 – Dec. 2020

Collaborated with local/ national newsrooms (USA Today, Detroit Free Press, PBS Frontline) to investigate voter access in 2020.

- Conducted primary reporting, incl. via FOIA on election administration, analysis of election-related data (e.g. EAVS data).
- Articles appeared on front page of USA Today; the related documentary "Whose Vote Counts" nominated for a Peabody.

Credit Karma, San Francisco, CA

Senior Data Analyst

Aug. 2016 – May 2019

My team served as a bridge between the business and the data science teams, measuring and communicating the metrics important to both sides. Tools included SQL, Excel, and Pandas/Matplotlib (self-taught in each).

- Oversaw the performance of a machine-learning-driven recommendation engine that suggested financial products to users, defined success metrics for various improvements to the algorithms.
- Made daily calibrations to the recommendation algorithm, with tens of millions of dollars of weekly revenue on the line.
- Charged by C-level leaders to explain business needs to engineering teams, and data science to business teams.
- Conducted in-house consumer credit research with our editorial team, both publication and internal use.

Business Development Manager

April 2014 – Aug. 2016

- Cultivated and maintained relationships with the top US card issuers marketing their products on Credit Karma.

QuinStreet, Foster City, CA

Marketing Manager

June 2011 – March 2014

- Co-managed marketing relationships with client banks, ran daily business metrics and pricing analytics.

EDUCATION

Columbia Graduate School of Journalism, New York, NY

M.S. in Data Journalism

May 2019 – May 2020

Coursework in Pandas/Matplotlib, D3, BeautifulSoup/Selenium, QGIS, NLTK; regression and ML algorithms; radio production.

Selected projects:

- Reported master's project on how California winemakers are reacting to climate change. Received honors. Data included future climate projections from the WCRP, climate suitability models for grapevines, and models of regional water use.
- A data visualization of the best seasons for running in various cities, factoring in climate change effects. Based on scholarly definitions of ideal weather for exercise and historical NOAA data.

Harvard University, Cambridge, MA

A.B. in Linguistics (Department Honors)

Sept. 2007 – May 2011

Senior thesis on the sociology of language choice by Ukrainian politicians, using an explanatory regression model. Coursework in statistics and CS. Worked a summer at a human rights law firm in Moscow.

SKILLS + OTHER EXPERIENCE + FUN STUFF

Data Collection, Processing, and Analysis: SQL, Python (Pandas, Numpy, Sklearn, NLTK), Excel, BeautifulSoup, some Selenium.

Data Visualization and Mapping: Matplotlib, Seaborn, D3.js, QGIS, survival HTML + CSS, survival Adobe Illustrator.

Audio: Proficient in recording, producing, mixing, cutting tape, and editing (Adobe Audition).

Languages: English (native); Spanish, Hindi, Russian: robustly conversational—enough to do interviews on non-technical topics.

Fun Stuff: *The Moth* Grand Slam Co-Champion; co-founded a musical theatre troupe that performs feminist send-ups of Disney movies in San Francisco backyards; have done some stand-up; bad but enthusiastic skier; I'm told I do good accents.