

Diya Kothari

319-383-4114 | ddkothari@wisc.edu | [linkedin.com/in/diyakayy](https://www.linkedin.com/in/diyakayy) | github.com/diyakayy

EDUCATION

University of Wisconsin–Madison <i>Bachelor of Science in Data Science and Economics, 3.50/4.00</i>	Madison, WI <i>Aug. 2024 – May 2027</i>
University of Iowa <i>Relevant coursework toward B.S., 4.03/4.00 (Dean's List)</i>	Iowa City, IA <i>Aug. 2023 – May 2024</i>

MARKETING & LEADERSHIP EXPERIENCE

President, Badger Book Club <i>University of Wisconsin–Madison</i>	Sept. 2025 – Present <i>Madison, WI</i>
<ul style="list-style-type: none">Founded and lead a 20+ member organization exploring storytelling, branding, and creative communication.Oversee a five-member Executive Board handling event planning, partnerships, and social media strategy.Built the club's Instagram presence from scratch, designing content that boosted engagement by 65% in the first semester.Partner with university departments and local businesses to host themed events that strengthen campus community.	
Social Chair, Badger Yogis <i>University of Wisconsin–Madison</i>	Aug. 2025 – Present <i>Madison, WI</i>
<ul style="list-style-type: none">Plan and promote wellness-themed social events such as “Yoga Kahoot Night” and “Pumpkin Painting Social.”Use Canva and event analytics to design campaigns that increased participation by over 40%.Coordinate with other campus organizations to create inclusive, brand-aligned experiences that enhance engagement.	
Programming & Marketing Senator, Mayflower RHA <i>University of Iowa</i>	Aug. 2023 – May 2024 <i>Iowa City, IA</i>
<ul style="list-style-type: none">Designed and managed social media campaigns that drew 100+ attendees to campus events.Created branded graphics for Instagram and LinkedIn using Canva.Recognized with the <i>Best Residence Hall Award</i> for excellence in event programming and community engagement.	

RESEARCH & ANALYTICAL PROJECTS

AI Pipeline for Scientific Research <i>Prof. Mark Mandel, Dept. of Medical Microbiology & Immunology, UW–Madison</i>	Sept. 2025 – Present <i>Madison, WI</i>
<ul style="list-style-type: none">Built an AI pipeline using Python and RAG workflows to extract and summarize gene data from 500+ research papers.Translated complex results into audience-friendly visuals, bridging communication between technical and non-technical teams.	
California Real Estate Market Analysis <i>Independent Project</i>	Aug. 2025 <i>Madison, WI</i>
<ul style="list-style-type: none">Conducted time series analysis of housing market trends (Zillow & FHFA datasets) using Python and pandas.Produced actionable insights for market behavior and strategy forecasting.	

CONTENT CREATION & WRITING

Writer & Editor, “Diya Kothari” on Substack <i>Madison, WI</i>	Jan. 2024 – Present
<ul style="list-style-type: none">Write and edit essays blending storytelling, culture, and personal reflection to foster authentic digital engagement.Use Substack analytics to optimize content strategy, audience retention, and post performance.Apply narrative branding and emotional storytelling to build a loyal reader base of 2K+ monthly views.	

TECHNICAL SKILLS

- **Marketing Tools:** Canva, Google Analytics, Adobe Photoshop, Illustrator, InDesign
- **Languages:** Python, SQL, R, HTML
- **Libraries:** pandas, NumPy, Matplotlib, Plotly, BeautifulSoup
- **Other Tools:** Microsoft Excel (Honors), PowerPoint, Microsoft Office, Microsoft Power Platform

ACTIVITIES

DotData • Economics Student Association • Badger Yogis (Social Chair) • Badger Book Club (President) • The Vault (Fashion Model)