

# Preeti Sonawane

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## EDUCATION

**UNIVERSITY OF MICHIGAN** (GPA: 3.84/4.00)

**Ann Arbor, MI**

Bachelor of Science in Economics & Organizational Studies (Focus in Strategy & Decision-Making)

May 2027

**Minors:** Stephen M. Ross School of Business Minor Program & Quantitative Methods in the Social Sciences

**Organizations:** Delta Delta Delta (Director of Recruitment), Indian American Student Association, Ross Retail Club

## RELATED EXPERIENCE

### INTERNATIONAL OUTDOOR

**Farmington, MI / New York, NY**

Account Management Intern (May 2025); Marketing Intern (May 2024)

May 2024 — Aug 2025

- Developed tailored sales decks for B2B deals up to \$100K, driving targeted pitches that secured multiple high-value accounts
- Analyzed Geopath account data by extracting, cleaning, and benchmarking audience metrics against internal billboard performance, uncovering high-fit inventory that improved targeting accuracy and campaign ROI
- Led multi-platform marketing campaigns using LinkedIn Marketing Solutions and HubSpot, boosting social impressions by 50% and email open rates by 40% improving lead generation and product interest

## LEADERSHIP EXPERIENCE

### ACE CONSULTING GROUP

**Ann Arbor, MI**

Vice President of Internal Affairs (Apr 2025); Analyst (Jan 2025)

Jan 2025 — Present

- Streamlined CRM and internal communications for 50+ members, and collaborated with an executive team to expand a firm's role as the group's primary corporate sponsor, strengthening recruiting and event opportunities
- Conducted financial and grant landscape analysis for a nonprofit, identifying \$1,000+ in potential funding opportunities across 5 targeted partnerships; designed a grant outreach strategy and delivered an implementation plan adopted by the team

### ASCEND CONSULTING GROUP

**Ann Arbor, MI**

Analyst

Jan 2025 — Present

- Conducted 50+ user interviews and analyzed pricing data across 10+ competitors to formulate a housing startup's market entry strategy at the University of Michigan, producing a 15-page recommendation report adopted by the client team

### MICHIGAN BUSINESS WOMEN BBA CLUB

**Ann Arbor, MI**

Vice President of Membership (May 2024); Business Analyst (Sep 2023)

Sep 2023 — Present

- Directed CRM and communications for 300+ members and organized 6 corporate-sponsored events, increasing member engagement by 30% and securing 3 new company partnerships to expand recruiting pipelines
- Led survey research of 100+ participants and competitive analysis of 15+ firms to design a sales strategy for a local yoga studio; delivered a client-adopted plan projected to increase local market share by 10%

### THE PEARL PROJECT

**Ann Arbor, MI**

Vice President (May 2024); Activities Chair (Sep 2023)

Sep 2023 — May 2025

- Led a 40+ member team in partnership with an underprivileged daycare local to Chicago, raising \$5,000+ to expand early childhood programs and increase access to affordable childcare for 30+ underserved families
- Designed and executed a week-long educational curriculum for 40+ youth (ages 1–12), delivering 10+ enrichment activities and 4+ childcare training sessions that increased member engagement and retention by 25%

## PROJECT EXPERIENCE

[Statistical Analysis of Factors Influencing State Abortion Law Restrictiveness](#)

Apr 2024

- Performed regression analysis in R and found that each 1% increase in political ideology and religiosity significantly increased state abortion law restrictiveness by 0.102 and 0.076, respectively, following the Dobbs ruling

[Geospatial Analysis of Crime Patterns and School Safety in Chicago](#)

Feb 2025

- Conducted geospatial analysis in R, identifying high-risk crime zones in Chicago and schools most exposed to property crimes, notably revealing that Bouchet Elementary experienced 383 incidents within a 1-mile radius in 2024

[Predictive Analysis of Airline Passenger Satisfaction](#)

Mar 2025

- Built logistic regression models in Python, identifying flight distance and in-flight Wi-Fi ratings as significant predictors of airline passenger satisfaction, achieving 72% prediction accuracy

## ADDITIONAL

- Enjoy yoga retreats around the world, crochet practice, creative writing.
- Skills: Microsoft Office, Google Suite, Spanish (Elementary Level), Hindi (Conversational Level), Canva