

# Josh Jana

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## EDUCATION

**Boston University Questrom School of Business**, Boston, MA

May 2027

*Bachelor of Science in Business Administration*

*Concentration in Marketing & Business Analytics*

## WORK EXPERIENCE

**Idori**, Boston, MA

December 2023 – May 2025

*Marketing Intern*

- Supported a mission-driven startup focused on helping children ages 3–8 become environmental stewards through toys, games, and storytelling.
- Supported Kickstarter storytelling and customer messaging for a campaign that contributed to \$10K+ in funding.
- Co-developed a \$15K-winning pitch for a hospitality competition by researching brand fit and industry dynamics

**Beats By Dre(via Extern)**, Remote

March 2026 – Present

*Consumer Behavior & Market Analysis Externship*

- Developed research questions using AI-assisted workflows to better understand Gen Z behaviors, preferences, and unmet needs in the audio market.
- Designed a survey workflow using Google Forms and automated chatbot tools to collect targeted user data.
- Analyzed qualitative and quantitative findings to generate actionable insights and recommendations.

## LEADERSHIP EXPERIENCE

**Advertisement Club**, Boston, MA

September 2025 – Present

*Varsity Account Executive | VP of Finance*

- Managed budgeting, expense tracking, and resource allocation across club initiatives, partnering with executive leadership to support structured decision-making.
- Maintained organized financial processes and improved visibility into payment tracking and club budgeting needs.

## PROJECT EXPERIENCE

**Midnight Mode**, Boston, MA

November 2025 – present

*Innovate@BU Wellbeing Grant*

- Conducted primary research with BU students to identify late-night mental health challenges and unmet needs
- Synthesized findings to prioritize behavioral interventions over awareness-only solutions
- Evaluated existing well-being solutions across Boston Institutions, ensuring unique program new to students

**Boston University**, Boston, MA

January 2025 – present

*Sustainability Energy Course Project*

- Researched industry trends in the U.S. coal sector and reviewed 5–7 peer-reviewed studies on political intervention, policy implementation, and economic barriers affecting local communities.
- Evaluated how prior policies failed to address workforce and economic concerns, then adapted research from European transition models to recommend a more effective U.S.-focused policy approach.
- Developed a final recommendation addressing environmental impact, government response, energy transition challenges, and local economic outcomes.

**Entrepreneur club**, Boston, MA

January 2025 – May 2025

*Creator's Program - ShowU*

- Developed a sustainability-focused product concept from the ground up using survey feedback and interviews to explore shower habits, water usage, and consumer health behaviors.
- Designed a data-driven concept to help users and organizations monitor water consumption, temperature, and cost impact, with a B2B use case for facilities seeking clearer usage forecasting.
- Presented the final concept and was recognized by judges as the top pitch among 5+ competing ideas.

## SKILLS & INTERESTS

*Skills:* Canva, CapCut, GoHighLevel, Printful, Brand Storytelling, Instagram, Facebook, TikTok, Excel