Rushil Vaswani

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EDUCATION

California Polytechnic State University — San Luis Obispo, CA
Bachelor of Science in Business Administration — Sep 2025 - June 2027
Major in Business Administration; Concentration in Marketing Management
Relevant Coursework: Product Development & Launch, Marketing Analytics, Consumer Insights, Information Systems

De Anza Community College — Cupertino, CA
Associate in Science Degree for Transfer — Sep 2023 - June 2025
Major in Business Administration for Transfer 2.0

WORK EXPERIENCE

ConsciousAI — Sunnyvale, CA
Growth Marketing Intern — June 2026 - Present

- Developed and executed social media growth strategies to support the company's go-to-market initiatives
- Generated 50,000+ organic impressions by creating short-form videos, graphics, and carousels that translated the agentic AI's features into clear product messaging
- Collaborated directly with the CMO and marketing team to refine content strategies, creative direction, and product positioning across platforms

Intero Real Estate Services — Los Altos, CA
Real Estate Sales Intern — April 2024 - Sep 2025

- Analyzed CRM and sales activity data to identify customer trends, using insights to refine lead generation
- Scheduled 15+ client appointments by conducting targeted outreach to 5,000+ contacts across the sales pipeline

LEADERSHIP & INVOLVEMENT

Phi Beta Lambda — Cupertino, CA
Marketing Case Competitor — April 2024 - June 2025

- Led team to a national marketing case competition placement by resolving interpersonal conflicts, keeping us aligned under time pressure
- Conducted market, company, and user research to develop and present strategic recommendations to a panel of judges

De Anza Student Government — Cupertino, CA
Marketing Committee Intern — Nov 2023 - March 2025

- Coordinated promotion strategies with the marketing team to grow awareness of student initiatives and on-campus events
- Increased social media engagement by 40%+ through student-focused campaigns and brand-consistent content across platforms

COMMUNITY SERVICE

Silicon Valley Animal Control Shelter — Santa Clara, CA
Community Volunteer — Nov 2024 - Aug 2025

- Supported animal socialization and communication with adopters, building trust with traumatized animals and improving their readiness for adoption

ADDITIONAL

Data & Analytics: SQL, Google Analytics 4, Tableau, Excel
Product & Marketing: Jira, HubSpot, Figma, Lofty CRM
AI & Content: Adobe Premiere Pro, Adobe Photoshop, Canva, CapCut, Generative AI tools
Certifications: HubSpot Inbound Marketing Certification, Real Estate License (California)
Awards: Phi Beta Lambda marketing case competitions - 7th at Nationals, 5th at States, 3rd at Regionals