

JAHNAVI SOMAN

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SUMMARY

Ph.D. student in Marketing at Temple University specializing in consumer behavior, with prior industry experience in artificial intelligence, machine learning, data analytics, and digital products. Brings a strong quantitative and technical background to research on consumer decision-making, social influence, emotion, and digital consumer behavior.

EDUCATION

Temple University — Philadelphia, PA

Ph.D., Marketing (Consumer Behavior) | Expected 2031

New Jersey Institute of Technology — Newark, NJ

Master of Science, Business and Information Systems | Jan 2023 – May 2024 | GPA: 3.85/4.0

- Relevant coursework: Web Systems Development, Systems Analysis and Design, Data Analytics for Information Systems, Computer Systems Security

JNTU Hyderabad — Hyderabad, India

Bachelor of Technology, Computer Science and Engineering | 2022

RESEARCH INTERESTS

Consumer Behavior, Decision-Making Biases, Emotion, Social Influence, Digital Consumer Behavior

PROFESSIONAL EXPERIENCE

AI Engineer | *TRI IT Services* — Jan 2026 – June 2026

- Worked on AI-powered applications designed to improve user experiences and business processes.
- Developed and supported product features for internal and user-facing applications.
- Collaborated with product managers, designers, and engineers to translate business needs into practical solutions.
- Helped improve application performance, reliability, and development processes.

AI Engineer | *Adalitek Group LLC* — May 2025 – December 2025

- Developed AI and machine-learning solutions for business applications.
- Worked on applications that used data and AI to improve user experiences and automate business processes.
- Collaborated with product managers, data scientists, and business analysts to understand business needs and develop effective solutions.
- Supported team members and contributed to responsible and reliable AI development.

Programming Analyst | *Dizer Corp.* — November 2024 – May 2025

- Worked with large datasets to support business applications and decision-making.
- Developed and improved data-processing workflows for business operations.
- Collaborated with stakeholders to understand business needs and translate them into data-driven solutions.
- Helped develop systems supporting merchandising and product-related processes.

TECHNICAL SKILLS

Statistical & Programming: R, Python, Stata, SQL, Java script

AI & Machine Learning: Machine Learning, Artificial Intelligence, Predictive Modeling, NLP, Deep Learning

Programming & Web: Java, JavaScript, TypeScript, React, HTML, CSS

Data & Analytics: Data Analysis, Data Visualization, ETL, PySpark, Apache Kafka

Tools & Platforms: Git/GitHub, AWS, Azure, Google Cloud Platform, Docker, Kubernetes