

NIHARIKA DESIRAJU

+1 (925) 683-7417 | niharika.desiraju@gmail.com | www.linkedin.com/in/niharika-desiraju/

PROFESSIONAL PROFILE

Relationship-focused professional with a background in high-volume outreach, account coordination, and data-driven follow-through inside complex healthcare systems. Comfortable managing a full pipeline of priorities at once, quick to pick up new tools and systems, and skilled at using AI-powered platforms to work efficiently, personalize communication at scale, and surface insights that drive smarter follow-up. Experienced in building trust with people ranging from patients to executive stakeholders. Looking to bring this foundation into a sales or account management role, especially in healthcare and clinical trials.

EDUCATION

Johns Hopkins University | Baltimore, MD | *Public Health Studies B.A., Entrepreneurship & Management Minor*

KEY SKILLS

Sales & Relationship Management: Client Outreach & Retention, Account Coordination, Executive-Ready Presentations, Cross-functional Collaboration, Stakeholder Communication, Relationship Building.

Data & Systems: Excel, EPIC Slicer/Dicer, EPaces, RedCap, SQL (Structured Query Language), SAS Analytics, Python, SPSS Statistics/Modeler.

Marketing & Design: Canva, Graphic & Web Design, WordPress, Photoshop, PowerPoint, Social Media, Large-Scale Outreach Campaigns.

PROFESSIONAL EXPERIENCE

Montefiore Medicine (BE-InCK NY) | Yonkers, NY | *Project Analyst* | Aug 2024 – Present

- Manage a portfolio of 10+ concurrent outreach and account workstreams at once, prioritizing daily across competing deadlines and consistently hitting activity targets, similar to running a full book of accounts.
- Run high-volume outreach campaigns to hundreds of members per cycle, treating every contact like a sales touchpoint by building trust, handling objections, and moving people toward enrollment.
- Learned and now operate multiple clinical data systems (EPaces, RedCap, EPIC) to track outreach and report results, comfortable ramping quickly on new platforms the way a sales team ramps on a new CRM.
- Maintain and tier a caseload of at-risk patients across three risk levels, similar to account segmentation, so the right level of outreach and follow-up happens at the right time.

White Plains Hospital | White Plains, NY | *Marketing & Community Relations Intern* | Oct 2022 – Dec 2022

- Coordinated a community conference and supported day-to-day operations for the Family Health Center Food Pharmacy, working directly with community partners and stakeholders on a hospital-run outreach program.

Innovation Office, IBM Watson | Armonk, NY | *Research Apprentice* | Oct 2016 – Jun 2018

- Designed and scoped HRIDAY, an advanced analytics mobile application delivering real-time heart attack alert notifications, as part of a competitive high school science research program, demonstrating early ability to learn new technologies and communicate value to end users.

LEADERSHIP & CLIENT-FACING EXPERIENCE

Kappa Alpha Theta Sorority | Baltimore, MD | *Chief Panhellenic Officer* | May 2019 – Dec 2020

- Managed end-to-end recruitment cycles for a competitive 100+ member organization, running both cold outreach and relationship-building conversations to close new members while retaining existing ones.

Johns Hopkins University (CHEW) | Baltimore, MD | *Bystander Intervention Trainer (BIT)* | Aug 2019 – Jun 2023

- Delivered persuasive presentations to 1,400+ students a year, consistently exceeding training targets and building the ability to read a room, adjust messaging on the fly, and encourage people to actually step in when it counts, whether in terms of consent or de-escalating a conflict.

OneHop Mentoring, Hopkins Connect | Baltimore, MD | *Content Creator* | Jun 2022 – Jun 2023

- Created targeted content campaigns to reach new audience segments, growing organizational visibility and engagement through a consistent and strategic social media presence.
- Developed and executed a content strategy with clear channel prioritization and growth targets, managing a consistent publishing cadence across platforms to build audience and organizational visibility.

CLINICAL & RESEARCH BACKGROUND

Yale School of Medicine, Pediatrics - Allergy/Immunology | Remote | *Research Associate* | 2023

- Analyzed and visualized clinical data using SAS and Epic Slicer/Dicer to develop research insights for publications.

Johns Hopkins Medical Institute, Division of Geriatric Psychiatry | Baltimore, MD | *Research Assistant* | Oct 2020 – May 2021

- Screened low-income geriatric patients regarding mental well-being and social context, gaining firsthand patient interaction experience.

Weill Cornell Medical College, Brain & Mind Research Institute | New York, NY | *Research Assistant* | May 2016 – Aug 2018

- Contributed to published research on Friedreich's Ataxia as part of a competitive high school science research program, assisted tissue harvesting, nerve fiber preparation for immunohistochemistry, statistical analysis, and qPCR and Western Blotting techniques.