GAYATHRI J MENON

+91 7736019437 | gayathrijmenon2105@gmail.com | linkedin.com/in/gayathri-j-menon-9923a421a

EDUCATION

GOKHALE INSITUTE OF POLITICS AND ECONOMICS
Masters of Science Economics (Population Studies and Health Economics

Pune, India
Aug 2023 - May 2025

M O P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
Bachelor of Arts, Economics

Chennai, India
Aug 2020 – May 2023

WORK EXPERIENCE

CENTRE FOR SOCIO-ECONOMIC AND ENVIRONMENTAL STUDIES
Research Intern

Ernakulam, India
Jun 2024 – Jul 2024

- Conducted health economics research on the adoption of the eSanjeevani telemedicine service in Kerala's Family Health Centres, analyzing healthcare utilization patterns using qualitative research methods. Identified key barriers to digital health adoption by patients, contributing to policy recommendations for telemedicine expansion in public healthcare

CENTRE FOR BUDGET STUDIES, CUSAT
Intern

Ernakulam, India
Jun 2022– Jul 2022

- Conducted a detailed fiscal policy analysis of Kerala's state budget data (2006-2016), examining sector-wise allocation trends and shifts in public expenditure across healthcare, education, infrastructure, and social welfare. Identified changes in budgetary priorities over the years

INDIAN INSTITUTE OF TECHNOLOGY, INDORE
Summer Intern

Remote
Jun 2022– Jul 2022

- Conducted economic impact analysis on sustainable marine resource management, evaluating the relationship between ocean resource utilization and economic growth.

ACADEMIC PROJECTS

DIGITAL INEQUALITY AND MATERNAL HEALTH: EXPLORING THE ROLE OF DIGITAL ACCESS IN MATERNAL HEALTHCARE UTILISATION IN INDIA | STATA & QGIS

- Analyzed the influence of internet use and mobile access on mothers' decision to use maternal healthcare services. Data is taken from the fifth round of National Family Health Survey (NFHS 5), 2019-21. Spatial analysis and logistic regression models have been used to assess association between utilization of maternal healthcare services and digital access along with other factors in India.

DATA JOB MARKET ANALYSIS IN INDIA | EXCEL

- Analyzed data science job market trends using Excel (Power Query, Power Pivot, DAX), uncovering salary variations and high-value skills. Built data models and PivotCharts to visualize skill demand and salary correlations, aiding career and salary benchmarking.

COVID INDUCED CHANGES IN THE HOUSEHOLD PORTFOLIO | UNDER GRADUATION DISSERTATION

- Led a survey-based financial analysis on pandemic-driven shifts in household savings, investment patterns, and income allocation. Used statistical methods to evaluate financial resilience and behavioral economic changes, providing insights for post-pandemic economic recovery strategies.

POSITIONS OF RESPONSIBILITY

EQUILIBRIA, GOKHALE INSTITUTE
Design Head

- Led a team of designers in developing editorial layouts, promotional materials, and branding strategies for the institute's bi-annual magazine. Managed project timelines, mentored junior designers, and ensured high-quality visual storytelling to enhance publication engagement.

STUDENT CABINET, M O P VAISHNAV
Member

- Part of the design and marketing efforts for the Inter-Collegiate Sports Event and College Sports Day, increasing student participation through effective branding and promotional strategies. Coordinated event logistics and outreach initiatives.

EXTRACURRICULAR ACTIVITY

- **Volunteer, Teach for India:** Conducted interactive English language sessions for 9th-grade students in underprivileged schools, enhancing their communication skills and literacy development. Adapted teaching strategies to accommodate diverse learning needs
- **Volunteer, Yein Udaan:** Provided individualized tutoring in Economics and Commerce to a 12th-grade student, focusing on conceptual clarity, problem-solving skills, and exam readiness. Helped improve academic performance through personalized learning plans.
- **Data collector, Janaagraha:** Assisted in data collection and urban governance research for the City Politics project, analyzing policy frameworks and governance structures.

ADDITIONAL

Technical Skills: MS Office, R (Basic), STATA (Basic), SQL (Basic), SPSS (Basic)
Languages: English, Malayalam, Hindi, Tamil
Awards: MLA Award for Academic Excellence (2018)