

ALLANA AKHTAR

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EDUCATION

NEW YORK UNIVERSITY, Leonard N. Stern School of Business

New York, NY

Master of Business Administration

May 2026

Specializations in Marketing and Strategy

- Member - Entertainment, Media, and Sports Association, Stern Healthcare Association, Student Government

UNIVERSITY OF MICHIGAN

Ann Arbor, MI

Bachelor of Arts in Political Science, with Honors

May 2017

- Senior News Editor - The Michigan Daily
- Member - Kappa Alpha Omega honors society
- Voting member - College of Literature, Science, and the Arts Student Government

EXPERIENCE

THE JUGGERNAUT (*Media tech startup, YC19*)

New York, NY

Staff Writer

2023 - 2023

- Reported directly to CEO, led 5-person team implement strategy plan to increase pageviews and subscriptions
- Launched breaking news initiative by identifying, reporting, and publishing relevant daily news within two hours
- Boosted site visits by 15% by publishing social media posts directly to website, thus doubling daily content output
- Moderated panel with billion-dollar fund investor and top AI CEOs, appeared on NPR to discuss reporting
- Created and sent out marketing materials for subscriber events and 1,000-person conference held in New York City
- Published two 1800-word reported feature articles per week on issues pertaining to South Asians and South Asia
- Other business operational tasks: sourced, screened, and shortlisted tech writers from TechCrunch and Reuters; coordinated with day-of event planner during conference; created weekly data reports using Meta and MailChimp

BUSINESS INSIDER

New York, NY

Senior Health Reporter

2022 - 2023

- Wrote more than 100 articles on healthcare workers, consumer and patient trends, and medical misinformation
- Increased unique readers by 10% YOY by reporting on new trends (Ozempic, age-reversing tech, misinformation)
- Analyzed reader trends using Google and Chartbeat data to identify top performing story topics and templates
- Won national award alongside reporters at Washington Post, NYT for work on nurses prior to and during COVID-19

Breaking News Reporter

2019 - 2022

- Wrote 2-3 stories per day on biggest business news topics and firms across tech, retail, and healthcare
- Averaged 8 million pageviews on articles per month, at times surpassing 30 million views in one month
- Analyzed new findings from SEC filings — including 10-K, 10-Q, S-1 — for Bumble, WeWork, CVS-Aetna, and more
- Mark Cuban, Andrew Yang, Elizabeth Warren, and other influencers lauded work on social media, leading to up to 100% jump in website traffic to articles, boosted brand visibility for both team and overall company

MONEY MAGAZINE

New York, NY

Assistant Audience Engagement Editor

2017 - 2019

- Conducted monthly article performances audits using Google data to identify key story formats and SEO
- Grew Flipboard audience by nearly 100% (50,000 to 100,000 followers), newsletter audience by 25,000 in 7 months, and Instagram audience by 20,000 in 7 months
- Collaborated with team of reporters, data analysts, and designers on data-driven packages, Best Places to Live and Best Places to Travel, which account for nearly quarter of firm's revenue and expand brand prestige
- Maintained relationships with 10 clients at Apple News, Bankrate, GoBankingRates, and Kaiser Health News

ADDITIONAL INFORMATION

- Skills: Urdu (Native), Hindi (Native), Spanish (Basic); SPSS, R, Python
- Affiliations: Secretary - South Asian Journalists Association; Member - Media Upstarts @ Time Inc
- Awards: Best News Story in College Journalism (2015), Morris & Lola Wasserstein Award for Honors students (2016)
- Interests: Poetry (won a prize for top high school poets in Michigan), Saxophone (played high school Jazz band)