

Nithya Kalyanaraman

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EDUCATION

W.P. Carey School of Business at Arizona State University

Bachelor of Science in Economics

May 2023

- GPA: 4.0/4.0
- Awards: New American University Scholarship; Moeur Award
- International Baccalaureate XII: 33 Points; Indian Certificate of Secondary Education 10th: 90%

PROFESSIONAL EXPERIENCE

Supplemental Instructor, W.P. Carey School of Business at Arizona State University
Tempe, Arizona

August 2021 – May 2023

- Facilitate collaborative learning and provide additional assistance to students by conducting supplemental instruction sessions on Business Statistics.
- Help students feel more comfortable about the subject material and ease the ability to successfully tackle examinations and quizzes.

Digital Product Management Intern, Credit One Bank
Las Vegas, Nevada, USA

June 2022 – August 2022

- Surveyed evolving customer needs through qualitative research and identified value-added features and solutions through broader analysis.
- Adopted Agile methodologies in identifying the minimum viable product for the company that would help differentiate itself in the financial services industry. Resulted in developing and enhancing bill negotiation features on the company web portal through refined and iterative analytical research.

Digital Marketing and Data Analysis Intern, KollCorp Services.
Bangalore, India

May 2021 – July 2021

- Devised telecommunication and social media marketing strategies to create a digital presence and target potential employees. Resulted in the company employing 20 people in the first week.
- Performed data analysis using Tableau and JMP Pro to help the company with estimates of potential reachability. The company was able to predict a 70% reach during its first month of going public.

LEADERSHIP EXPERIENCE

Founder and Manager, Fresh Serve
Hyderabad, India

May 2021 – August 2021

- Founded to aid people who were physically and financially impacted by COVID-19 with food and basic resources.
- Raised funds worth \$6800 within two months through word of mouth and social media promotions. Served 10,000 meal boxes and provided basic supplies to five orphanages.

Founder, Marketing Manager, Content Editor & Event Organizer, Daan
Hyderabad, India

July 2018 – June 2019

- Founded a non-profit organization for the less privileged. Organized events to raise funds that would be used for meeting needs of the poor. Promoted and marketed events with the help of family and friends due to a shortage of human capital and finances. Designed and wrote content for the development of the organization's website. Provided food and clothing, along with other necessities, to several orphans in the city with the donations made.

Initiator and Head, Anti-Child Abuse Campaign, Johnson IB World School
Hyderabad, India

June 2018 – April 2019

- Launched an anti-child abuse campaign at school and executed it across the community. It was structured to provide a safe environment for children in a society that is susceptible to violence and abuses of various forms. It does so by educating them and giving them the necessary physical skills and helplines that can be used. Guided and worked with the children of 3 local (government) schools.

SKILLS AND ACTIVITIES

Technical Skills: Website Design, Content Editing, Agile and Scrum Methodologies

Software: SQL, Jira, Tableau, JMP Pro 16, Stata, Google Analytics, Advanced Excel, Python, Machine Learning

Languages: Hindi, English, Tamil, Telugu

Volunteer: Missionaries of Charity, Sadhana School for the Mentally and Physically Challenged, Vatsalyam, Moeur Park