# HARSHA RAMESH

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## EDUCATION

**B.S. Business Administration, Management Information Systems Concentration**

San Jose State University, San Jose, CA, GPA: 3.97                                              December 2027

**Relevant Coursework:** Financial Accounting, Legal Environment of Business, Statistics, Data Structures

## SKILLS

**Marketing:** Graphic design, email campaigns, content creation, social media strategy, Adobe tools, Canva, Google Suite, Microsoft Office

**Research & Analysis:** Market research, competitive analysis, data interpretation, qualitative & quantitative insights

## PROJECT EXPERIENCE

**FairLens Machine Learning Bias Detector**, RCC, SJSU                                    Aug 2025 - Present

- Translated complex ML concepts into clear, accessible content and visual explanations for broader audiences.
- Designed Figma visuals and message-ready summaries used to communicate findings to stakeholders.
- Conducted user research and synthesized insights to inform narrative direction and educational content.

## EXPERIENCE

**President & Business Lead**, Baja Spartan Racing, SJSU                                    May 2025 - Present

- Developed and executed digital marketing, recruitment, and communication strategies for an 80+ member engineering organization, increasing active membership by **300%** through targeted messaging, social campaigns, and improved onboarding content.
- Created pitch decks, sponsorship narratives, promotional visuals, and branded communications that secured **$10,000+** in partnerships and strengthened relationships with external stakeholders.
- Coordinated cross-functional collaboration among engineering, design, operations, and marketing teams, ensuring alignment, smooth execution of initiatives, and clear storytelling across all internal and public-facing materials.

**Mozilla Firefox Ambassador,** Responsible Computing Club, SJSU                       Aug 2025 - Present

- Created clear documentation, instructions, and messaging for case competition participants, improving engagement and understanding.
- Supported event communication, helping shape narrative structure and participant-facing materials.
- Guided teams in refining presentation storytelling and audience-focused communication.

**Orientation Leader**, New Student & Family Programs, SJSU                          Nov 2024 - Aug 2025

- Guided groups of 20–30 students through onboarding programs, improving student engagement and satisfaction through clear communication and tailored support.
- Delivered clear, empathetic communication to student groups, simplifying complex university processes.
- Coordinated cross-functional logistics, demonstrating ability to manage competing priorities and meet strict timelines.

## ACTIVITIES

**Member,** Management Information Systems Association (MISA), SJSU                  May 2025 - Present