

# Inderpal Singh

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## Objective

Self-motivated Business Management Information Systems student with technical acumen, analytical skills, and a strong passion for continuous learning and growth. Seeking opportunities to apply my creativity and strategic thinking in a dynamic team environment.

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## Education

### San Jose State University

*BS, Business Administration, Management Information Systems*

San Jose, California

August 2023 - May 2025

- Areas of Interest: Business Strategy, Strategic Management, Business Analytics, Management Consulting
- Clubs/Programs: Management Information Systems Association (MISA) Member
- Relevant Courses: Networking and Data Communications, Systems Analysis and Design, Database Management Systems
- Utilized Lean, Six Sigma, Agile, and Scrum several projects that aimed to implement, enhance, and optimize systems

### De Anza College

*AS, Business Administration*

Cupertino, California

September 2021 - June 2023

- GPA: 3.71/4.00, Magna Cum Laude
  - Clubs/Programs: Vice President of De Anza DECA Chapter
  - Relevant Courses: Visual Basic .NET Programming, Business Information Systems, Integrated Statistics, Business Calculus
  - Coding Projects: Depreciation Calculation Tool, Interactive Fast Food Ordering System, Interactive Information Retrieval
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## Professional Experience

### AdvancingX

*International Marketing Analyst Intern*

San Jose, California

May 2023 - Present

- Utilized **market research data**, and **gap analysis** to provide practical insights and **data-driven decisions**; **optimizing marketing strategies** for increased enrollment and cultivating an engaged community for **enhanced online awareness**.
- **Increased community engagement by 211.1%** through successful marketing campaigns on LinkedIn, TikTok, Instagram, and Meta Business Suite, resulting in **heightened brand reach**, and subscription rates for the online training program.
- Produced captivating video content, **driving user interaction**, sharing, and optimizing for better search visibility.

### 24 Hour Fitness

*Sales and Service Expert*

San Jose, California

October 2021 - Present

- **Exceeded sales targets by over 1,000%** and **consistently ranked top 1%** in sales productivity, contributing to **20% of total club revenue**. This included strategic promotion of health / fitness offerings through an excellent sales presentation.
- Utilized **MS PowerBI** to **analyze data**, identifying key trends that drove a **349% rise in advisor sales**. Actively **energized team culture**. Proactively led huddles, provided feedback, and developed strong **interpersonal** skills for sustained growth.
- Achieved an exceptional **90% conversion rate** through an **effective customer journey** process utilizing D365 CRM software, playing a pivotal role in **boosting CRM leads by 40-50%** through strategic outreach and a **personable approach**.

### De Anza DECA

*Vice President, Marketing*

Cupertino, California

April 2022 - October 2022

- Led DECA's **marketing** efforts, boosting membership and engagement through **effective campaigns** by crafting captivating social media content for exciting events. This fostered **strong community engagement** sparked eagerness to join.
  - Demonstrated strong **leadership** skills in a **highly visible role**, coordinating **regularly scheduled meetings** and working **effectively within a team**, including mentoring and **overseeing marketing interns**.
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## Skills & Certifications

- Google: Foundations of Project Management September 2023
  - Google: Data Analytics Professional Certificate (*in progress*)
  - Juniper Networks Certified Associate, Junos (*in progress*)
  - Advanced: Visual Basic, Python, MS PowerBI, MS PowerPoint, MS Word, MS Excel, MS Dynamics 365, PMLC, CRM
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## Additional Awards & Experience

### Adobe Career Academy

*Business Project*

San Jose, California

July 2023 - August 2023

- A virtual program specializing in cultivating essential soft skills such as emotional intelligence, creative problem-solving, and empathetic leadership, culminating in a solid foundation for future career achievements.
- Researched, analyzed, and crafted persuasive client proposals, showcasing how Adobe's solutions enhance customer experiences through personalization, commerce, and workflow management.