Inderpal Singh

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EDUCATION

SAN JOSE STATE UNIVERSITY   *San Jose, CA*
BS, Business Administration, Management Information Systems   *Expected May 2025*
GPA: 3.85/4.00, Dean's Scholar Fall 2023
Relevant Coursework: Database Management Systems, Networking & Data Communications, Systems Analysis and Design
Clubs/Programs: Member of MISA, Fundraising Coordinator of International Business Association, Adobe Student Ambassador

DE ANZA COLLEGE   *Cupertino, CA*
AS, Business Administration   *June 2023*
GPA: 3.71/4.00, Magna Cum Laude, IGETC/CSU with Honors
Clubs/Programs: Adobe Career Academy 2023 Cohort, Vice President of De Anza DECA Chapter

WORK EXPERIENCE

ADOBE   *San Jose, CA*
Customer Engineering, Associate Technical Account Manager Intern   *May 2024 - August 2024*
- Engineered a **globally impactful case study** on Adobe's Ultimate Success plan by analyzing **2,449 ROI data points from 374 customers**; addressing objections about the lack of case studies, ultimately **enhancing sales positioning worldwide**.
- Executed a comprehensive **sales content effectiveness analysis** and **architected a centralized repository** for seamless storage and access of high-impact pitch materials. This solution, utilized by **15 sales specialists across 4 regions**, significantly **reduced content creation time by over 50%**, empowering sales teams to maximize customer engagement.

24 HOUR FITNESS   *San Jose, CA*
Sales and Service Expert   *May 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** by integrating **D365 CRM software** with **proactive customer support** and **value realization** into the **customer journey process**, along with strategic outreach and a **personable approach**.

ADVANCINGX   *Remote, CA*
International Marketing Analyst Intern   *May 2023 - December 2023*
- 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.
- Collaborated with **diverse teams**, including senior executives, to **report data insights**, fostering campaign success.

UNIVERSITY PROJECTS

AI Solution Design for Social Good *(Winner of Social Impact Award)*
- Designed an AI-powered solution for access to healthcare and developed a pitch presentation for industry professionals.

Sales Data Analytics
- Leveraged Google Collab and Python data analytics libraries to analyze 10,000 sales records and make value-added business recommendations.

AI Powered Client Management Traffic System *(Proposed, in progress)*
- Conceptualized an AI/ML solution for optimizing client traffic at Tax-Aid, managing a dynamic waitlist with real-time updates, estimated wait times, and site recommendations to reduce congestion and enhance service efficiency.

SKILLS AND INTERESTS

Technical Skills: Advanced in Python, Pandas, SQL, Google Collab, D365 CRM, PowerBI, Excel, PowerPoint, Word
Soft Skills: Excellent Communication, Emotional Intelligence, Adaptability, Problem-Solving, Self-Motivation, Leadership
Certifications: IBM: Python for Data Science, AI & Development, Google: Foundations of Project Management, Google: Data Analytics *(in progress)*, American Heart Association CPR/AED/First Aid Heartsaver
Interests: AI, Tech, Sports, Gaming, Movies, Fitness, Yoga, Coffee