Pranav Velu Pillai

510-862-6886 | pranavvelupillai@gmail.com | linkedin.com/in/pranav-velu-pillai

EXPERIENCE

Consultant — **Feb 2025 – Present**
Tesla — *San José, CA*
- Led lead generation using HubSpot CRM in Phoenix, Atlanta, and Tampa, identifying **1,000+** high-potential contacts to support Tesla's EV charger expansion.
- Designed and deployed a Qualtrics survey, gathering **950+** data points to provide actionable insights for Tesla's blog content strategy and audience engagement analysis.

Finance Representative — **Oct 2024 – Present**
SJSU Management Information Systems Association — *San José, CA*
- Planned and managed **5+** fundraising events to increase revenue by **$1000** for **80+** association members.
- Forged **20+** Silicon Valley partnerships, driving a **10%** increase in funding and enhancing industry networking.

Consultant — **Sep 2024 – Dec 2024**
Mendel AI — *San José, CA*
- Analyzed Mendel.Ai's market strengths and challenges in health tech, utilizing SEO optimization and timelines to boost impressions by **15%**.
- Evaluated **20+** competitors in the healthtech industry to implement a new lead-generation strategy increasing leads by **10%**.

Outreach Specialist — **Sep 2024 – Dec 2024**
SJSU Marketing Association — *San José, CA*
- Increased the existing network of professionals by **10%** and secured guest speakers from **5+** leading companies.
- Facilitated **5+** professional development events for **80+** students, enhancing career readiness and industry engagement.

PROJECTS

Eagle Scout — **Sep 2023 – Feb 2024**
- Constructed **6** sensory tables for kindergarteners at James Leitch Elementary, enriching sensory learning experiences and supporting early developmental skills for **180+** students.

Alcohol Awareness Campaign — **Aug 2023 – May 2024**
- Led **9+** efforts to prevent underage alcohol abuse through community education and advocacy.
- Presented to **5+** community members and collaborated with officials to strengthen policies on underage drinking prevention.

SKILLS

Languages: English (Native), Spanish (Intermediate), Tamil (Native), Malayalam (Native)
Certifications: Cisco Certified Network Associate Cyber Ops (CCNA), Project Management Foundations, SEO Foundations, Digital Marketing Foundations, Consulting Foundations
Technical Tools: Microsoft Office, HTML, Python, CSS, Google Suite, Asana, Slack, Microsoft Team, Hubspot, Qualtrics, Flask, React, Canva, Google Drive, Semrush, Social Media, SEO
Additional Skills: Prompt Engineering, Team-Based Management, Conflict Resolution, Email Automation Customer Relationship Management, Quantitive Analysis, Psychometric Analysis

EDUCATION

San José State University — **Aug. 2024 – May 2027**
Bachelor of Science in Management Information Systems — *San José, CA*
GPA: 4.0