

# RADHA SRI-THARAN

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## EDUCATION

### SAN JOSÉ STATE UNIVERSITY

Bachelor of Science in Business Administration, Management Information System

San Jose, CA

Graduating May 2023

GPA: 3.6

**Relevant Courses:** Business Programming, Visual Basics, Fundamentals of Management Information Systems, System Analysis and Design, Database Management System, Networking and Data Communications

## PROFESSIONAL EXPERIENCES

### MARKETING INTERN

CrowdStrike

Sunnyvale, CA

Jun. 2022–Aug. 2022

- Analyzed databases to track engagements and assisted in reaching 87.4K users across Instagram and LinkedIn
- Partnered with a creative agency to produce creative concepts for a digital campaign to retain engineering talent
- Developed system workflows using Asana to visualize project scopes to distribute across 4 teams

### ASSISTANT EVENT CONSULTANT

Behl Events

Serving Bay Area, Napa, & Tahoe, CA

Feb. 2019–Sept. 2021

- Executed 20+ weddings and analyzed logistics in accordance to 200+ guest attendees at multi-day events
- Built relationships with clients and top vendors to execute and deliver business objectives and project goals
- Created a simplified event conceptualization by using Google Sheets as a centralized project plan amongst vendors

## SKILLS AND CERTIFICATIONS

**Programming Languages:** Python, HTML, Intermediate Pandas, Intermediate SQL

**Technical Knowledge:** GSuite, MS Office 365, Canvas, Adobe Photoshop, Notion, Tableau, Asana, Infinity, Google Colab

**Soft Skills:** Leadership, Relationship Building, Detail-Oriented, Conflict Resolution, Project Management

Google Analytics, *LinkedIn Learning*

Sep. 2022

Python(Programming), *LinkedIn Learning*

Sep. 2022

Search Engine Optimization(SEO), *LinkedIn Learning*

Sep. 2022

Falcon Platform Technical Fundamentals, *CrowdStrike University*

Aug. 2022

## PROJECTS

### CLIENT DATA PROJECT

BUS4 110A Fundamentals of Management Information Systems

Aug. 2022 - Present

- Support clients needs by creating a query of the data using Google Colab and Pandas data analysis library
- Collect data insight to develop a recommendation to increase business performance by 20%
- Explore the value and limitations from the given data sets and simplify them using Google Analytics and Tableau

### MIGHTY BUNS CONSULTING PROJECT

Women In Business - San Jose State University

Sept. 2020 - Nov. 2020

- Planned weekly team meetings and implemented research data to deliver a unique value proposition as project lead
- Led a primary and secondary business-development research to evaluate marketing strategies, increasing engagement
- Proposed and delivered a 10+ page branding kit to differentiate company visibility within the market

## LEADERSHIP

### VICE PRESIDENT OF MARKETING

Management Information Systems Association

San Jose, CA

May. 2021–Present

- Rebranded the marketing strategy of the organization to appeal towards the evolving target audience on various platforms
- Facilitated peer to peer communication with innovative marketing strategies resulting in a 52% increase in member retention
- Guided and mentored Creative Design Directors to expand on new segments through different marketing initiatives

### FUNDRAISING DIRECTOR

Marketing Association

San Jose, CA

Dec. 2020–May 2021

- Coordinated with 5 non-profit organizations to grow and increase engagement by 35%
- Collaborated with other team members to promote 15+ events and maintain a consistent flow of attendance
- Effectively tracked the revenue and expenses to streamline fundraising funds, retaining 85% of the proceeds