SHREYAN MUPPIDI

(925) 998-3179 • shreyanmuppidi.99@gmail.com

EDUCATION:

San Jose State University, BS in Business: Management Information Systems   *Graduation: 6/24*
- Coursework: Microeconomics, Macroeconomics, Statistics, Communications, Writing, Legal Environment of Business, Business Programming Python, Java Programming, Introduction to Marketing, Systems Analysis & Design, Business Ethics, Operations Management, Fundamentals of Organizational Behavior, Financial/Managerial Accounting, Global Dimensions of Business
- Clubs: Management Informations Systems Assoc. (MISA) - Engaged with Silicon Valley companies to evaluate trends

EXPERIENCE:

3QI Labs, Business Analyst Intern   *1/22-5/22, Santa Clara*
- 3QI Labs is a technical consulting company in the DevOps space focused on helping companies adopt test automation
- Researched, analyzed, and wrote blog posts for the company website about technical subjects such as: cloud computing, test automation, biometrics authentication, automation trends, networking, and information security
- Conducted research into the benefits of diversity and inclusion in technology and importance of removing bias in biometric authentication (i.e. facial recognition) for software companies

Stanford Founders, Operations Intern   *1/21-9/21, Palo Alto*
- Stanford Founders is a community for hundreds of Stanford-affiliated founders to share advice and resources, connect with others, and discuss relevant topics
- Supported logistics and event-organizing for the community by hosting virtual events, with 100+ founders per event
- Organized mailing list and sent out quarterly email update to nearly 500+ individuals
- Provide project management support by scheduling events, setting deadlines, and following up with stakeholders
- Worked with enterprise startups including companies that were building developer tools, infrastructure-as-code, and cyber-security to build a community for technical founders

Wordsmith AI, Product and Design Intern   *5/19-8/19, Palo Alto*
- Wordsmith AI is a Stanford-founded startup that aims to improve the process of writing using natural language processing
- Logged bugs and maintained documentation for the engineering and AI research team; supported AI model training by labeling datasets and tracking which data would be the ideal fit to train the model
- Conducted user research, interviews and surveys; developed UI/UX user flows and mockups of key product features
- Designed ads for Facebook, Instagram, and Google for product launch and used analytics tools to evaluate marketing; decreased cost-per-conversion (CPC) from $11.83 to $4.84 using A/B testing and increased landing page visitors by 60%
- Researched trends in AI and wrote summaries to present to the CEO and CTO

House of Silk, Sales and Marketing Intern   *5/18-8/18, San Jose*
- House of Silk is a boutique fashion company with reach across India, America, and Canada
- Assisted with organizing and setting up booths at trade shows & pop-ups across the Bay Area, working directly with CEO
- Maintained Instagram and Facebook accounts to manage social media presence for the boutique; updated posts on a weekly basis and increased user engagement for the company
- Forecasted sales using Excel, evaluated costs and revenues, and provided recommendations to cut costs

The Modern, Social Media Manager   *1/17- 11/17, Dublin*
- Managed two Instagram accounts that focused on travel and lifestyle, amassing over 60K followers between accounts
- Negotiated sponsorships with global brands and updated posts to the accounts on a daily basis

U.S. House of Representatives District Campaign, Ro Khanna Campaign for Congress Fellow   *4/14- 5/15, Union City*
- Canvassed and phoned hundreds of potential voters in California's 17th District, leading candidate to get elected
- Analyzed opponent's campaign strategy and developed social media recommendations to improve our campaign

PROJECTS:

Analytical Projects
- Designed user flow processes and use case functions for the development of an ecommerce store using Lucidchart
- Analyzed payroll data from a car dealership using Excel to determine appropriate bonuses to car salesmen
- Conducted research on oligopolies in the automobile market and gave a presentation to 35 individuals
- Used Excel to analyze past sales and inventory data from a cafe to forecast sales for the fiscal year

SKILLS: MS Word, PowerPoint, Excel, Visio; Figma, Whimsical, Google Analytics, Facebook Analytics, Java, Python