

# Tarun Subramanian

tarun.subramanian10@gmail.com | <https://www.linkedin.com/in/tarun-subramanian-/> | (510) 766-5431 | Tracy, California

## EDUCATION

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### San Jose State University

B.S in Business Administration, Management Information Systems

San Jose, CA

Graduation Date: May 2026

GPA: 3.64

## WORK EXPERIENCE

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### OTS Empire Inc.

May 2023 - July 2023

*Sales And Marketing Intern*

- Supported the direct marketing and sales team at AT&T in executing targeted campaigns to acquire and retain customers for various products and services and generated a potential amount of \$50,000 for the company in lifetime revenue
- Conducted market research and analysis to identify target segments, customer preferences, and market trends relevant to AT&T's offerings
- Demonstrated excellent communication skills when engaging with customers through various direct marketing channels, ensuring a positive brand experience and effective messaging delivery
- Successfully created over 10 new AT&T accounts over a week and was promoted to team leader

### Hayward Flight LLC / Fly San Francisco Tours

May 2021 - July 2021

*Consulting Intern*

- Collaborated with flight instructors to develop and implement new training materials and techniques, resulting in improvement in student engagement
- Conducted market research and competitive analysis to identify new market segments and opportunities, reported weekly to managers
- Proposed and implemented website development strategies and increased traffic on the website by 10%

## LEADERSHIP EXPERIENCE

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### SJSU Management Information Systems Association

June 2023 - present

*Vice President of Finance*

- Developed and implemented a comprehensive fundraising plan that increased annual revenue by 10%
- Established and maintained relationships with major donors, resulting in an 83% membership retention
- Successfully partnered with BeReal and Krispy Kreme and raised over \$500 in revenue

### SJSU Marketing Association

December 2023 - present

*Project Manager*

- Collect and analyze data for startups by recommending marketing strategies to implement within the firm
- Provided market research through competitor analysis, SWOT analysis, social media audits, and emerging consumer base
- Design the presentation based on our findings from analyzed models and recommended optimized solutions for the client

## SKILLS:

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Microsoft Office (Advance Excel, PowerPoint) | HTML | Google Suite (Docs, Slides, Sheet) | Outlook | Slack | Microsoft Team | Jira | Zoom | Asana | Okta | MacOS | Canva | Data Visualization | Google Cloud | Project management

## AWARDS

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- Silicon Valley Innovation Challenge 2022 Finalist
- San Jose Consulting Group Case Competition - Third-place winner
- Consultant of the Month (SJSU Marketing Association)