

# KEERTANA NAMUDURI

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## Education

**University of California, Los Angeles** (2018-2022)

B.S. in Cognitive Science (Specialization in Computing)

*Minor in Digital Humanities*

## Work Experience

**Business Development Intern** • Monster Mandarin

*August 2019 – April 2020*

- Developed marketing strategies to acquire customers to the Instagram and Facebook pages, which resulted in 3000% more followers and 600% increase in engagement
- Designed visual weekly reminders through Canva to send to parents informing them about the lessons taught in each class
- Compiled information on an Excel about over 15 potential clients for the marketing team to execute their expansion plan

**Marketing Intern** • Mascot Group Chat App

*August 2019 – January 2020*

- Researched best market strategy for Instagram sub-accounts and executed Instagram highlights, to draw over 1,000 users to the app
- Navigated partnerships with Youtubers to publicize Mascot by obtaining and organizing information on potential clients for the founders to execute expansion plan

**Data Analyst Intern** • Mucker Capital

*August 2019 – November 2019*

- Analyzed Big Data using Google Cloud Platform, specifically BigQuery, DataProc, DataPrep and DataFlow, to help filter in companies with potential to invest in
- Evaluated 500 different websites' traffic using HTML functions on Google Sheets
- Collaborated with Chief Technology Officer (CTO) of Mucker Capital to create algorithms for effective data analysis of the potential of different startups
- Participated in advising pre-seed startups on retaining users with the app's onboarding

## Current Leadership Positions

**Special Events Director + Co-Social Chair + Instructor**

*TeachLA ACM (Association of Computing Machinery)*

- Teach Python to a classroom of underprivileged middle schoolers at Sepulveda Middle School every week for two hours
- Organize speaker series events for underprivileged high schools and middle schools to educate them on potential careers in technology and computer science
- Planned virtual social events with 15 people to create a sense of community within the organization

**Logistics Planning Coordinator**

*Cognitive Science Student Association (CSSA)*

- Manage finances and grants for an 80 person conference held in Spring 2020
- Establish a venue, collaborate with vendors to create an itemized list of purchases, and acquire over \$1800 for funding through grants for the conference

**Director of Finance + Mentor**

*Wazo Connect*

- Finance quarterly retreats for 30 students and biweekly wellness events for all UCLA students by applying for grants and funding with detailed and itemized lists
- Train students to mentor their peers who are struggling with their mental health
- Interview applicants for 4 hours a quarter to select the best mentors for the organization

## Technical Skills

- C++
- Python
- UI/UX Design
- User Research
- Journey Mapping
- Usability Testing
- Adobe XD
- Figma
- HTML/CSS
- SQL

## Activities

***UCLA Unicamp Volunteer***

- Volunteer at a camp focused on improving leadership skills
- Counsel children from underserved populations in Los Angeles for one week

***Child FIRST Lab Research Assistant***

- Facilitate transcription for 80 hours of therapy sessions under Dr. Bruce Chorpita
- Analyze the cognitive behavioral strategies and techniques used in each session

## Coursework

- User Experience Design
- Data Structures and Algorithms
- Intro to Cognitive Science
- Discrete Structures
- Psychological Statistics
- Research Methods
- Logic, First Course
- Intro to Ethical Theory