

## AKISHGA VAIKUNDESEKAR PARAMESWARI

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### EDUCATION

**GEORGETOWN UNIVERSITY, McDonough School of Business**

**Master of Science in Management (STEM-designated program)**

**Washington, DC, USA**

*Expected Graduation: May 2025*

- GMAT: 750, Merit Scholar.

- Clubs and Societies: Leadership Council - Cohort Chair, Graduate women in Business (GWiB)

**Relevant course work:** Consulting Models & Methods, Financial Markets & Corporate Analytics I & II, Operations & Strategic Analytics, Accounting Fundamentals & Financial Analysis for Managers & Investors, Marketing Analysis & Consumer Analytics I & II.

**SRI SAIRAM INSTITUTE OF TECHNOLOGY**

**Bachelor of Engineering, Computer Science and Engineering (CGPA: 8.18/10)**

**Chennai, India**

*Aug 2018 - Sep 2022*

- Glove-Based Sign Language Translator: Developed an accelerometer-based system achieving over 94% accuracy in translating sign language into spoken language.
- Pneumonia Detection Using CNN: Created an AI-powered solution with Convolutional Neural Networks, achieving a precision rate of 96.7% in detecting pneumonia from X-ray images.

### EXPERIENCE

**EMERALD ICE CREAM LIMITED**

**Consultant**

**Dublin, Ireland**

*Jan 2025 – March 2025*

- Conducted a market entry strategy for Emerald Ice Cream's U.S. expansion, targeting the \$15.01 billion U.S. ice cream market projected for 2025, with an expected annual growth rate of 5.12% from 2025 to 2030.
- Developed a comprehensive marketing strategy, including influencer partnerships, in-store promotions, and digital engagement, aiming to capture a 1% share of the U.S. artisanal ice cream market, estimated at \$2.19 billion in 2023 and projected to grow at a CAGR of 6.5% from 2024 to 2030.
- Proposed sustainability initiatives aligning with U.S. consumer expectations, including environmentally friendly packaging and partnerships with sustainability-focused organizations, aiming to reduce Emerald Ice Cream's carbon footprint by 30%.

**AYYA VAIKUNDAR PRIVATE LIMITED (Wholesale Trading company)**

**Founder and Technical Solutions Lead**

**Kanyakumari, India**

*Sep 2022 – Jul 2024*

- Spearheaded the adoption of ERP and CRM systems, boosting operational efficiency by 50% and cutting customer response times. Launched a mobile app for order tracking and feedback collection, enhancing customer engagement and retention.
- Deployed predictive analytics models using Python and Tableau to forecast demand, optimize inventory, and reduce overstocking by 20%. Automated order management workflows using Zapier and custom scripts, reducing manual errors.
- Designed and implemented sustainable technology solutions like digital inventory tracking system to streamline inventory and logistics, reducing environmental impact and migrated legacy systems to cloud-based platforms like AWS, improving system scalability and uptime.

**COGNIZANT TECHNOLOGY SOLUTIONS**

**Programmer Analyst Intern**

**Chennai, India**

*Jan 2022 – July 2022*

- Led a team of five to develop a Healthcare Management System project using Microsoft stack technologies, addressing inefficiencies in patient care, achieving a 25% reduction in wait times by optimizing workflows and operational efficiency through automated appointment booking, streamlining scheduling processes, and improving patient accessibility.
- Implemented advanced data encryption functionalities to secure patient data with 256-bit encryption, thereby ensuring 100% compliance with HIPAA privacy regulations and enhancing data security measures.
- Deployed Tableau-based real-time data analytics systems that monitored system performance and patient outcomes, facilitating data-driven decision-making for healthcare providers and administrators.

### **Achievements and Leadership:**

- Public Policy Challenge: Proposed a policy on expanding the EITC for low-income families in Washington, D.C., aimed at reducing processing errors by 20%, increasing benefit uptake by 35%, and saving the city over \$4 million in operational inefficiencies annually through automation, outreach, and administrative improvements. (Georgetown University)
- Authored and disseminated a detailed study on 'Currency Detector For Visually Impaired Persons' in Ilkogretim Online, driving increased recognition and adoption of innovative accessibility technologies among researchers and practitioners.
- Presented a paper on 'Glove Based Sign Language Translator' at the Fifth National Conference on Information and Communication Engineering (NICHE), showcasing innovation in assistive technology, April 2022.
- Co-founder, Entrepreneurs Club, Sri Sairam Institute of Technology: Led startup ideation workshops, networking events for over 50 students and facilitated the launch of 4 student-led ventures, promoting an campus-wide entrepreneurship.

**Certifications:** Completed Coursera certifications in Creating Innovative Business Models, Digital Strategy and Transformation, Corporate Finance and Valuation Methods, Leadership in the Digital Age, Accounting Essentials, and Fundamentals of Entrepreneurship in the Family Business.

**Technical skills:** SQL, Python, R, Tableau, Java, Excel