Ranjan Sikand

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# Professional Summary

Ambitious, analytical recent college graduate with experience in computer technology and economics, seeking to apply a breadth of skills to a professional career. Experience in Economic research, including independently collecting and interfacing data, and the overseeing and management of groups of students.

# Education

## *BA, Economics* | *University of california, davis*

* Attended from September 2016 – June 2020
* Double-minor in **Computer Science** and **English**
* Upper-Division GPA 3.36
* Significant courses: Public Finance, International Macroeconomics, Statistical Economics, Artificial Intelligence, Computational Complexity and Automata Theory, Literary and Critical Theory
* Awards: Distinguished Scholar – Sikh Center El Sobrante
* Certificates: Professional Certificate in Computer Science for Game Development – Harvard University via edX

# Skills & Abilities

## *Computer science and technology*

* I am familiar and capable with programming languages including **Python, Lua, C, C++, D3, Javascript, HTML, Unix** and **CSS**
* I am familiar with programs such as Salesforce CRM, Microsoft Office Suite, Google Drive and Google Ads, STATA 15, Marketo, and game engines **LOVE2d** and **Unity**
* One published game on itch.io built in Unity

## *Linguistics*

* I am fluent in Hindi, Punjabi, and English, and can understand and communicate in both Spanish and Urdu.

## *Communication and speaking*

* Includes management experience ranging from mentorship and tutoring to leadership in athletic events.
* Comfortable and effective in communicating with a wide variety of people in various situations and group sizes

# Experience

## *Search engine marketing specialist* | *wind river Systems* | *january 2021 – Present*

* Led **search engine optimization (SEO)** and **search engine marketing (SEM)** organizational tasks, from assessing crawlability and search functions, to building content to improve SERP location, to researching and modifying keywords to engage a more applicable and more profitable audience.
* Used Google Ads and Marketo to launch SERP advertisements and track leads.

## *Product management ops intern* | *wind river Systems* | *june 2019 – january 2021*

* Worked with the **Marketing** team to produce content for vertical campaigns, such as writing blogs, transcribing podcasts, compiling eBooks, and conducting lead nurture campaigns.
* Using a static build of the **OpenCV library** in a Wind River **Linux image**, programmed a robotic arm to use a webcam to recognize the colors and positions of blocks, and to pick up the inputted color. We then scripted and filmed a video depicting the arm in action.
* Assisted in the **planning of a tradeshow booth** for ArmTechCon, including producing demos, planning displays, and organizing presentations around a holiday theme and new product launch.

## *research assistant* |*Dr. Katherine Eriksson* |*january 2019 - april 2019*

* Our team reviewed data from California non-population schedules from 1850-1870 on a township-by-township basis and cross-referenced with 1860 census documents to track the effects of the California Great Flood on agricultural output, migration, land value, family size and occupation.
* I reviewed Contra Costa county agricultural schedules and **extracted line data** for over 450 individual farmers, ranging from names and occupations to quantities of specific livestock. Cross-referencing this data with similar statistics from 1870 revealed appreciable effects of flooding on individual behavior.

***PROGRAM EVENT MANAGER***|  *FIRST-YEAR AGGIE CONNECTIONS (UC DAVIS)* |  *MAY 2017 - JAN 2019*

* Organized three quarterly events for groups of 15-40 students in collaboration with a program manager and budgeting team
* Created quantitative reports detailing attendance, coordination, and expenditures
* Participated in online advertisement campaigns for events ranging from as few as ten to over 300 participants

## *research assistant* | *UC Davis* |*April 2018 - july 2018*

* In order to support a dissertation linking the availability of education to the cost of tuition, we examined college tuitions from 1938 and 1946, which delineate the onset of the GI Bill, which promised free college tuition to soldiers returning from duty after WWII.
* I compiled pre-WWII tuition data, through the consultation of college admissions handbooks from the mid-20th century, to illustrate a link between the demand and supply for higher education.

## *store clerk* | *albany hill mini mart* | *may 2012 - aug 2016, May 2017 - Aug 2018*

## *math* *tutor*| *albany high school* |*aug 2015 - apr 2016*

## *Soccer referee* |*North coast referee association* | *Dec 2012 - May 2014*