

# Dorcas Ajayi

Goal: Looking for product/program management internships for summer 2025  
ajayidorcas761@gmail.com|www.linkedin.com/in/dorcasajayi

## EDUCATION

Pennsylvania State University  
BS Computer Science  
Coursework: CMPSC221 (Oop with web),GD100 (Graphic Design), Product Management for Professionals, Database management systems  
School Organizations: Association of Women in Computing, Society of Women Engineer, Nittany Entrepreneur Society, Multicultural Innovators in Computer Science

University Park, PA  
Expected: May 2026

## WORK EXPERIENCE

- Ripplematch**  
*Speaker*

July 2024 – Sep 2024

  - Delivered impactful presentation to **200** recruiters on Gen Z job search strategies, receiving 95% positive feedback and influencing recruitment practices
- Headstarter.co**  
*Software engineer and product manager fellow*

July 2024 – September 2024

  - Selected for prestigious Software Engineer Fellowship, developed **5** AI projects in **7** weeks and enhancing machine learning skills through workshops and hackathons.
- Pennsylvania State University** -*Social Media Manager*

June 2023 - July2024

Created daily content (flyers, reels, stories), driving 600+ new followers and 30,000+ profile visits within 5 months.

  - Orchestrated partnerships with **30** campus clubs, amplifying event awareness and boosting average engagement rates by **80%**.
  - Produced over **100** Canva-designed flyers for various clubs, enhancing event visibility and driving a **45%** boost in overall campus engagement.
  - Developed Excel-based petition form for **10** candidates, streamlining signature collection process and increasing participation by **80%**
  - Led AI integration workshops for school staff, enhancing marketing efficiency and daily operations by **25%**
- Phiaco**  
*Product Evaluator*

July 2024 - Sept 2024

  - Conducted thorough product testing, identifying and reporting critical bugs, contributing to a successful and error free launch.
- Dorcxys &Co**  
*Entrepreneur and product manager*

Nov 2020 - Nov 2023

  - Launched a jewelry e-commerce startup at 17, attracting investor backing and achieving profitability within 2 months.
  - Transformed 2-year-old scrap design into a cohesive brand logo and website, leading to a **85%** improvement in user engagement.
  - Generated **\$8,000** in revenue within the first 6 months, leveraging Excel for data analysis and identifying top performing products.
  - Developed engaging Instagram content, resulting in **100%** increase in website traffic and contributing to 200+ of new potential customers
  - Leveraged market and user research to create **3** new product designs per month, expanding product line by **25%** and increasing customer retention rate by **85%**.
- The Tech Girlies**

January 2025

  - Led a team of 3 software engineers in developing the official website, designed to attract more members into our tech community, currently launched Link to our website <https://www.thetechgirlies.net/>
  - Scaled community to **3,000+** students within **3** months of launch, focusing on job opportunities, scholarships, and product creation aligned with our mission to empower women in tech.

## SKILLS

Design:

Technical skills

Leadership Skills

Product/Project

lucid

Figma design, Figma Jam, Figma Present, Adobe Photoshop, UX Research, PowerPoint, Canva

Microsoft365 and Azure, Google Workspace, HTML, Python, JavaScript, Java, SQL, Google docs, Excel

Proficient in English, Great communication skill, Cross-Collaboration, Teamwork, Punctual, Detailed, Data- Driven

Strategic thinker, Market research,Trend analysis, Product development, Jira, Agile, Analytical, Salesforce, Slack,

## PROJECTS

**InQuireX**

February2025- present

Co-founder and Product Manager

Developed a startup platform minimum viable product to improve the job search, deploying the use of Artificial Intelligence API models (4o and Anthropic) to create the platform

Led the development of a product prototype from ideation to AB testing, coordinated between software engineering, Technical program manager and design teams to deliver that addressed key points of future users

Implemented data collection strategies, analyzing results to forecast key performance metrics and identifying potential areas for product improvement pre-launch

## AWARDS AND ORGANIZATIONS

**Public Speaking Club| Pennsylvania State University**

Secured 3rd place in a **90**-second elevator pitch competition among **20+** participants, demonstrating concise communication and persuasive speaking skills

**Anitab.org| Kamala Cohort**

Chosen among thousands of applicants to join cohort and attend 2024 Grace Hopper Conference

**ColorStack member**

Accepted as a ColorStack member and attended summer and spring 2024 career summit