

ISHANI SINGAL

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EDUCATION

- FOSTER SCHOOL OF BUSINESS, UNIVERSITY OF WASHINGTON**, Seattle, WA Sep21-Jun23
MBA - Management Science (STEM) | Marketing Analytics | Forté Fellow | Dean Merit Scholar
 - VP Tech Club; VP Ops Club; VP OSIC; Forté Ambassador; 2nd in Foster Case Competition; 2nd in Small Business Case Challenge
- UNIVERSITY OF CALIFORNIA, LOS ANGELES**, Los Angeles, CA Sep17-Jun18
Master of Science, Civil Engineering
 - Global Siblings program Manager, Graduate Student Government
- MANIPAL INSTITUTE OF TECHNOLOGY**, Manipal, India Jul12-Jun16
Bachelor of Technology, Civil Engineering
 - Top 5% of program and published 2 International [Technical Papers](#)

EXPERIENCE

- DELL TECHNOLOGIES**, Seattle, WA (Remote) Jun22-Aug22
Product Marketing Manager Intern
 - Proposed new product features & synergised with cross functional teams, creating \$3M revenue opportunity in USA
 - Prepared execution roadmap to develop recommendation system for external customers, forecasting 5% revenue increment
 - Improved marketing strategy by creating new customer persona, generating \$8M revenue opportunity from accessory sales.
- MICROSOFT**, Seattle, WA Mar22-Jun22
MBA Consultant
 - Created a survey template for acquiring customer insights and finding areas of improvement for the sales support team.
 - Analyzed data from 8 interviews & 50+ surveys conducted using template & presented solutions to boost NPS by 5 points.
- SMARTSHEET**, Seattle, WA Jan22-Mar22
MBA Consultant
 - Conducted SaaS industry analysis for collaborative work management, identifying market needs and product fit.
 - Recommended updates to sales enablement strategy & revisions to pricing strategy, growing enterprise sales revenue by 10%.
- MAGNUSSON KLEMENCIC ASSOCIATE**, Seattle, WA Feb19-Jul21
Structural Engineer II (Jan20-Jul21, Promoted)
Consulted on projects worth \$5B worldwide in collaboration with cross-functional teams.
 - Automated and deployed new workflows, removing bottlenecks and contracting expenses per such project by 20K.
 - Analyzed data to compare building's earthquake performance, curtailing tower restoration costs by \$1-3M.*Structural Engineer I (Feb19-Jan20)*
 - Provided data driven feedback for web-based platform to engineering team, increasing new customer onboarding by 10%.
 - Consolidated complex documentation to build excel VBA tools for easy access, cutting engineering time by 10%.
- NOUS ENGINEERING**, Los Angeles, CA Aug18-Feb19
Design Engineer
Engineered innovative designs to generate customer focused results through life cycle of multiple projects.
 - Standardized project specifications, conserving time spent on future projects by 10%.
 - Liaison between vendors and clients, ensuring error free transfer of requirements, saving 10K/project in redesign.
- TOTAL ENVIRONMENT**, Bengaluru, Karnataka, India Jul16-Jun17
Project Manager
Established KPIs for evaluating weekly progress, prepared cost estimates and established procurement schedule and construction roadmap, ensuring timely delivery of projects and improving NPS by 10%.
 - Ran regression analysis on past production cycles to forecast raw material demand and lower production delays by 10%.

SKILLS AND ACTIVITIES

- Technical: Proficient(Excel (VBA), R programming, MATLAB, Tableau), Intermediate(Python, Power BI), Beginner(SQL), MIT Professional Certification in Coding:Full Stack Development with MERN(WIP)
- Interests: Reading(Read 30+ book on average annually and started my book club to motivate others to read) Gardening (Proud owner of 100+ different plants), Traveling(Visited 15 countries and 15 states in USA)
- Community Service: DEI at MKA(re-wrote company vision statement to be more inclusive) ; Team Leader at ACE Seattle (Volunteered to lead team of 24 mentors, guiding 24 high school students through engineering project)