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, HTML, JavaScript), Beginner(SQL)
- Certification: 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)