

JERUSHA MANOJ

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EDUCATION

University of Michigan

Ann Arbor, MI

Bachelor of Science Engineering, Computer Science

Expected May 2026

- **Relevant Courses:** Data Structures and Algorithms, Programming and Intro Data Structures, Discrete Mathematics, Calculus I and II, Intro to Computer Organization, Foundations of Computer Science
- **Activities & Societies:** Kappa Theta Pi (KTP) - Professional Technology Fraternity, Indian American Student Association (IASA), Girls in Electrical Engineering and Computer Science (GEECS)

PROFESSIONAL EXPERIENCE

Formi (Choreography Software)

Ann Arbor, MI

Growth Marketer

Oct 2023-Present

- Amplified Formi's visibility through an impactful TikTok campaign that amassed 6.4 million views and attracted 35,000 followers, resulting in a substantial uptick of 3,000+ new user registrations
- Leveraged 4 year Pom expertise in Formi's investor calls, articulating expansion into Pom and Cheer markets and leading the development of 4 targeted features, broadening market outreach

Plante Moran

Southfield, MI

Cybersecurity Intern

June 2023-Aug 2023

- Automated Periodic User Access Review processes, enhancing security compliance and saving the cybersecurity team 40 hours annually through a ServiceNow email and task automation
- Led and managed the firm's Security Awareness Month campaign, engaging and educating over 4,000 staff through cross-functional team collaboration, written articles, games, and competitions around security threats

DTE Energy

Detroit, MI

Data Analyst Intern

June 2022-Aug 2022

- Expedited license data entry by 70% by developing the company used License Tracking app through the utilization of Power Apps, Active Directory autofill, and Agile methodologies
- Developed an analytical dashboard using Power BI to deliver valuable insights on the allocation of over 500 company licenses, achieved through team collaboration and Power BI research

LEADERSHIP

Detroit Malayalee Association (DMA)

Detroit, MI

Youth President

Jan 2022-Dec 2022

- Co-led a dynamic programming workshop for students, delivering interactive sessions on Java basics and micro:bits, and successfully driving a 30% increase in attendance through a social media promotion
- Advocated for increased youth involvement within DMA, resulting in the opening of opportunities for over 20 youth members by leveraging and implementing ideas with the organization's president
- Hosted a successful charity event, collecting over 500 cans of food for Gleaners, by encouraging positive impacts from youth, and working with committee members to orchestrate a social media marketing

PROJECTS

- **CurlGPT (Next.js/TypeScript):** Developed an AI chatbot using Next.js and OpenAI for a 33,000-strong TikTok curly hair community, offering interactive Q&A sessions and personalized advice about curly hair care
- **Contact Exporter (C++):** Secured third place in the Kappa Theta Pi Hackathon by creating a system to export contact information into contacts using vCard files (.vcf), enhancing data management
- **Curl-Diaries (HTML/JS/CSS):** Managed Curl-Diaries, an influential product review blog, positively impacting over 3000+ individuals within the curly hair community through a Github made blog

SKILLS/INTERESTS

Skills: C/C++, HTML, JavaScript, CSS, Power Apps, Power BI, Agile, Cross-functional Communication, Leadership

Interests: Technical Product Management, Software Engineering, Curly Hair, Michigan Pompon Teams, TikTok