**MANASVI KALLEPALLI**

Minneapolis, MN 55414 • (779) 939-5021

manasvikallepalli@gmail.com • www.linkedin.com/in/manasvi-kallepalli

**EDUCATION --------------------------------------------------------------------------**

***University of Minnesota, Minneapolis, Minnesota Anticipated May 2025***

***Major:*** *Bachelor of Science in Psychology* ***| Minors****: Sociology and User Experience*

**EXPERIENCE --------------------------------------------------------------------------**

***Backpack Communications*** • ***Director of Strategy Minneapolis, MN | Jan 2024 – Present***

* Lead and support a team of 8 marketing strategists through weekly check ins and client work while maintaining 2 clients.
* Effectively communicate verbal and written information to strategists from leadership committee and advisors.
* Conducted website and social media audits through SWOT analysis and assessments of client business concepts. Monitored media mentions and social engagement, providing insights for maintaining brand consistency.

***Backpack Communications*** • ***Strategist Minneapolis, MN | Sep 2022 – Dec 2023***

* Led a successful social media campaign using quantitative research methods that drove a 60% increase in engagement and significantly improved perception among target audience.
* Orchestrated user-centric initiatives, conceptualized events, and executed high-quality content to deepen understanding of client among target audience.

***University of Minnesota*** • ***Research Assistant Minneapolis, MN | Sep 2023 – Present***

* Guided and facilitated a diverse cohort of 25+ college students through a study of cognitive tasks and well-being metrics while demonstrating professionalism and ethics.
* Actively worked on research and analysis of 100+ survey questions and study protocols on Excel, aligning with user feedback practices to enhance the overall participant experience.

***Eye Level Learning Center*** • ***Teacher Naperville, IL | Aug 2021 – Aug 2023***

* Run small group classes of up to 4 students ranging from ages 5 to 12.
* Implement curriculum in a way that is consistent with the unique needs of each child and encourage students with incentives.

**LEADERSHIP --------------------------------------------------------------------------**

***Psychology Club / Psi Chi*** • ***President Minneapolis, MN | May 2023 – Present***

* Effectively delegate tasks to 6 team members to ensure they are actively engaged and meeting deadlines.
* Orchestrated successful events with 60+ attendees, focusing on planning, coordination, and communication strategies.

***Psychology Club / Psi Chi*** • ***Communications Director Minneapolis, MN | May 2022 – May 2023***

* Collect attendance for every event and attend local campus events to advocate for Psi Chi and recruit new members.
* Created infographics in Adobe Photoshop and edited video materials for social media and newsletter campaigns.

***Disha –Student Organization*** • ***VP of DEI & Internal Affairs Minneapolis, MN | May 2023 – Present***

* Plan and manage bonding events for the board and resolve internal issues as they arise.
* Conduct routine check-in meetings and ensures timely completion of delegated tasks by board members.

**PROJECTS ----------------------------------------------------------------------------**

***Saint Paul HREEO Website Usability Test Minneapolis, MN | Sep 2023 - Dec 2023***

* Applied user-centered design theory to identify and address usability challenges.
* Employed methodologies such as user research, journey maps, heuristic evaluation, and usability testing to align with project objectives and presented findings through PPT.

***BioDesign Challenge 2023 New York City, NY | Feb 2023 – July 2023***

* Collaborated with a dynamic team of 5 to create a biotechnological solution utilizing UX design methodologies to conduct extensive research, professional interviews, focus groups, prototypes, and lab testing.

***Walter Maginnis High School Website Refresh Minneapolis, MN | May 2023***

* Conducted stakeholder analysis and research to develop a comprehensive list of recommendations, resulting in an accessible online platform that effectively communicated relevant information, engaged stakeholders, and reflected the school's unique identity.