

Ragavi Chandrashekar

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Education

The University of Iowa, Tippie College of Business

May 2024

B.B.A., Marketing

B.B.A., Business Analytics and Information Systems

Minor: Psychology

Skills

- Tools: Excel, Python, Adobe Creative Cloud, Access, R language, Orange, Tableau

Work Experience

Sales Management Intern

July 2023 – August 2023

Pepsico Beverages North America, Des Moines, Iowa

- Learned various skills in Beverage Sales Management in a Fortune 500 company.
- Helped optimize distribution, merchandising and maintenance operations for Pepsi Stores and products.
- Presented to various employees on assigned project based on research and findings accrued over ten weeks.

Campus Manager

Fresh Prints LLC, The University of Iowa

July 2021 – Present

- Demonstrated entrepreneurial practices through persistence of work and time commitment
- Worked with various student organizations and clients to create collegiate merchandise
- Made over \$20,000 in sales

Student Social Media Assistant

Office of Strategic Communication, The University of Iowa

October 2022 – May 2023

Studied trends and digital marketing strategies promptly to engage and represent the universities different target markets.

- Adhered to appropriate guidelines and maintained brand image and status of the university
- Promoted facts, information, and entertainment through digital media.

Leadership

Executive President

May 2023 – Present

Walk It Out, The University of Iowa

- Oversaw over 150 individuals in conducting a show to represent minority cultures.
- Increased show attendance from by 50% by heavy marketing and effective recruiting
- Served as point of contact and mentor for individuals to succeed in show preparation

Communications Director

August 2022 – May 2023

Habitat for Humanity, The University of Iowa

- Assisted and oversaw varying committee in activities such as recruitment, marketing, fundraising and socials.
- Implemented prior knowledge in marketing to increase higher traction in member activity and retention

Executive Vice President

May 2022 – May 2023

South Asian Student Alliance, The University of Iowa

- Maintained constant communication with partnering organizations and the university to smoothly host events
- Managed and advised over 25 executive board members over weekly tasks for success of organization

Graphic Design and Public Relations Officer

September 2021 – May 2023

Walk It Out, The University of Iowa

- Maintained constant communications on all existing media platforms for awareness of events
- Created and Promoted multimedia content drawing over 700 attendees