

RAHUL RANGNEKAR

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EDUCATION

University of California, Berkeley

B.A., Economics, College of Letters & Sciences

B.A., Computer Science, College of Letters & Sciences

Certificate of Technology & Entrepreneurship

Berkeley, CA

May 2018

EXPERIENCE

Pi Sigma Epsilon Marketing and Sales Fraternity

Vice President of Marketing

Berkeley, CA

Dec 2016 – Present

- Increased recruitment events turnout by 19% (13 people) through implementation of Snapchat filter on campus
- Saved fraternity \$113 per year by developing and coding 11-page website within 3 weeks, and hosting via Github
- Cultivated inviting, dedicated, and educational culture within fraternity for 50+ current and prospective members

Stepping Stone Talent Inc.

Business Development Intern

San Francisco, CA

Jun 2016 – Aug 2016

- Boosted company growth and revenue 23% (\$125k) by scheduling meetings with 17 Bay Area startup executives
- Tripled size of client database by cold-contacting and tracking 650+ domestic and international startup companies
- Improved client satisfaction and percentage of cold email responses by designing stunning company one-pager

Edison's Co.

Marketing Intern

Berkeley, CA

Jul 2015 – Nov 2015

- Formulated 5-month digital media content calendar to foster consistently powerful brand and product image
- Built audience base of 4,300+ followers through execution of daily Facebook, Instagram, and Twitter posts
- Promoted successful 556% (\$362k) funded crowdfunding campaign by consulting client Ember Technologies

PROJECTS

Pi Sigma Epsilon Marketing and Sales Fraternity

Project Consultant, Under Armour

Berkeley, CA

Aug 2016 – Present

- Forecast impact of emerging technology on consumer behavior and shopping experience in short- and long-term
- Conduct several focus groups with UC Berkeley students to better understand college consumer retail behavior
- Compile recommendations for Under Armour to attract and retain customers, and pioneer “store of the future”

Digital Marketing Today

Project Manager, Google Team

Berkeley, CA

Oct 2016 – Nov 2016

- Evaluated current omni-channel content strategy of Google, with focus on Facebook, Instagram, and Twitter
- Strategized 3 innovative digital campaigns to engage target audiences with Google Cardboard, PhotoScan, Trips
- Raised efficiency by drafting week-by-week project timeline and delegating research work to 4 team members

Laasya 2016

Main Event Chair

Berkeley, CA

Jun 2015 – Mar 2016

- Generated \$5,000+ for childrens' education non-profit through production of Indian classical dance competition
- Ensured successful technical operations by programming and monitoring minute-by-minute audio and video cues
- Sold out audience of 400 seats by implementing bi-monthly social media and on-campus advertising campaigns

SKILLS & INTERESTS

Programming Skills: Python, Java, SQL, HTML/CSS, Javascript

Computer Skills: Microsoft Excel, Powerpoint; Adobe Photoshop

Interests: Weightlifting, Writing, Volunteering, Reading, NBA