Rohith Perumalla
Empathy. Innovation. Versatility.

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U.S. Citizen
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Education

Georgia Institute of Technology, Atlanta, GA - B.S. in Computer Science   Degree to be Awarded **May 2021**
> Elected College of Computing SGA Undergraduate House Representative, Communications & Finance Team on HackGT, Alpha Kappi Psi Professional Fraternity, and Founding Member of Catapult.
> GPA: 3.64 | Dean's List

Liberty High School, Frisco, TX - Magna. Cum Laude.   Diploma awarded June 2018

Experience

| HackGT - Atlanta, GA   **Jan 19 – Current**
Communications & Finance Team Member   hack.gt
- Pitched HackGT's value proposition to potential sponsors and secured substantial funds to ensure the financial success of flagship events.
- Created informative outreach content shared through HackGT media channels to increase public awareness and event recognition.
- Planned an organization fair at our STEAM outreach event, Catalyst, to give 100+ high school students exposure to the potential of STEAM.

| NCR Digital - Atlanta, GA   **May 19 – Aug 19**
Strategy Consultant Intern   www.ncr.com
- Conducted market research and design work for a major hospitality client's digital engagement at their flagship store.
- Designed a service offering and explored the various forms of implementation based on market needs and customer pain points.
- As a part of the Digital Services team, drove digital transformations, built stronger relationships, innovative services to help convert potential clients to committed partners – won honorable mentions out of 200+ interns at our final expo.

| AAB Insurance, An Allstate Premier Agency - Frisco, TX   **Mar 18 – Mar 19**
Sales Associate/State Licensed Agent   www.allstate.com
- Generated over $10,000 revenue for the agency by closing policies with clientele.
- Contacted 100+ clients weekly and prioritized sale of clientele policies based on projected sales value and interest.
- Obtained a "General Lines Agent: Property and Casualty Insurance License" issued by the State of Texas's Department of Insurance.

| The Freeman Company – Dallas, TX   **Jun 18 - Aug 18**
Digital Solutions Intern   www.freeman.com
- Assessed the required resources involving the consolidation of two internal user databases.
- Designed an implementation plan to ensure an upcoming product could integrate into Passport (Freeman's SSO system).
- Worked with an internal POC team creating user stories for dashboards and wrote documentation to prepare POC for enterprise scaling.
- Worked directly with POC developers to complete testing and troubleshooting across multiple operating systems and platforms.

| CogentPrep – Frisco, TX   **Apr 17 - Jun 18**
Co-Founder, President of Nexus   cogentprep.github.io
- Founded CogentPrep to build a network of students, while empowering every member to support each other and collectively succeed in academics.
- Tutored students to improve their test scores, leading to students being admitted to schools previously considered out of reach.
- Oversaw both the Edify and Illuminate programs and ensured that both programs were aligned to our mission.

| National Breast Cancer Foundation – Frisco, TX   **Jun 17 - Aug 17**
Business Systems Intern & Junior Project Manager   www.nbcf.org
- Successfully led a project to choose and implement an internal communication tool, reducing communicative barriers across the organization.
- Presented options to CFO and CSO and successfully implemented an internal chat tool.
- Designed a new Project Request System to maximize efficiency within the organization.
- Worked with the Business Systems Group to develop a project management structure for implementation.

Projects

Power of Data   **2018**
- Under the Mentorship of the Chief Product & Platforms Officer of Freeman, Richard Maranville, I gained valuable exposure to the intersection between technology and business and about the utility technology provides in various industries.
  Worked on a project to find trends in customer orders, demographics, and order times between vendors.

ApplyTexas Version X   **2018**
- ApplyTexas is a system that was created with Texas students in mind in hopes to increase the number of students that pursue higher education. However, the system was outdated and had an interface that to many was confusing and could potentially deter students who are on edge about applying for higher education.
  Designed an ApplyTexas UX POC that ensured that all resource requirements were met as well as supporting a more intuitive experience.

Dimensions   **2017**
- Under the Mentorship of the Founder and CEO of Aireal, Kevin J. Hart, I gained valuable exposure to the intersection between technology and business and learned about the value proposition of augmented reality.
  Created a design and a Proof-of-Concept for an augmented reality (AR) presentation platform.
  Designed Dimensions, an AR presentation platform, and developed a proof of concept.

References

Richard Maranville, Chief Product & Platforms Officer of the The Freeman Company   Information Available on Request