

# AJAY RAJ MERCHIA

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## EDUCATION

### University of California, Berkeley

B.A. Computer Science, College of L&S | B.S. Business Administration, Haas School of Business | GPA: 3.9

**Coursework:** Machine learning (A-), Marketing strategy (A+), Computer security (A), Consumer behavior (A), Operating Systems (A)

Berkeley, California

Graduation: May '20

## WORK EXPERIENCE

### Sage Intacct

Product Management Intern

San Jose, California

May 2019 — August 2019

- Built 5-year, \$25m product roadmap, won favor of 3 VPs, and led early execution. Conducted sentiment analysis on 700+ escalations, bucketing customer needs into top 8 themes, and prioritizing the most pressing features with customer survey, 200+ responses
- Led team of 3 engineers to query 11 key usage metrics from customer database; Utilized metrics to design 3 user experiences, define and design 2 UI components, identify 2 critical product needs surfaced by 60+ customer workarounds, and rank feature importance
- Coordinated product teams to architect the beta release of an accounting ledger anomaly detection AI by defining its 8 subprocesses

Demand Generation Intern

May 2018 — August 2018

- Increased average call connect rate of 38 telemarketers from 5% to 12% by developing OpptyCall, a descriptive & prescriptive artificial intelligence that customizes telemarketer calling schedules based on their industry microvertical, geographic region, and horizontal
- Reduced lead prospecting costs by \$150K and improved lead quality by 23% by building a lead-qualification machine learning model
- Increased opportunity production by 167% by (1) identifying lead-scoring changes that incorrectly prioritized leads, (2) identifying underperforming PPL vendors by vertical, (3) proposing telemarketer hiring schedules based on attrition and productivity curves
- Reduced report generation time by 94% by writing Python scripts to generate and reveal insights at the campaign level on CPC ads

### Boxlet Storage ([BoxletStorage.com](http://BoxletStorage.com)) / Y Combinator Start-up School

Berkeley, California

Co-Founder / Fellow

March 2018 — Present

- Founded a peer-to-peer storage network for students at Cal & UCLA, attracting 200+ bookings over summer and \$10k+ in revenue
- Created API for Boxlet, enabling cross-platform functionality between iOS, Android, and web users, doubling bookings and users
- Launched 5 platforms & services leading a team of 3 developers through 2 hi-fidelity mocks & weekly AGILE development sprints
- Solidified competitive price points by writing web scripts to scrape 200+ storage facility sites and benchmark their cost/sq. foot
- Secured \$15,000 from Arrow Capital. Researched & reported unit economics, competitive intelligence, product & GTM strategy

### Lightspeed Venture Partners | Memory Labs, Inc.

Menlo Park, California

Summer Fellow | Co-Founder

February 2017 — December 2017

- Won a \$65,000 grant from Lightspeed to build an Amazon Alexa-based assistant for dementia patients to remember their medication
- Increased market segment awareness by generating 35+ hours of customer interviews and 200 reviews through marketing strategies
- Worked with UCSF and QB3 to obtain Institutional Review Board backing and enable usage of product within assisted living facilities

## LEADERSHIP

### Mobile Developers of Berkeley

Product Manager, iOS Instructor

Berkeley, California

February 2019 — Present

- Designed, developed, and deployed an iOS app connecting influencers to eventgoers under a \$50,000 contract for high-growth startup
- Led team of 6 developers to deliver over 120 app features by enforcing AGILE development sprints, increasing sprint velocity by 70%
- Groomed backlog and feature requests into 5 release milestones; separating 6-developer team into framework, backend, & app teams
- Consulted clients on GTM strategy. Designed UX tests for critical features. Identified & executed upsell opportunity for second app
- Developed & taught 80-hour iOS development and user research curriculum to 17 students driving 95% freshman job placement rate

### Azaad — UC Berkeley's National Bollywood Dance Team

Berkeley, California

Captain

September 2016 — Present

- Raised over \$30k with 100+ cold emails to fund national trips by fielding performances at 40+ weddings, marathons, and birthdays
- Choreographed 15-foot basket toss of teammate and human helicopter maneuver to win national competition among 70+ teams
- Supported team of 26 by planning 7-day dance camp to develop camaraderie; Achieved record 10% churn through year of captainship

## AWARDS

**Pre-Seed, Arrow Capital; Haas Dean's Start-up Fund** — Raised a non-binding pre-seed round with Arrow Capital, and \$5k from Haas **May 2019**

**4<sup>th</sup> Place, Google Games Tech Challenge** — Placed 4<sup>th</sup> at Google competition racing to solve 35+ puzzles against other college teams. **May 2019**

**Fellowship, Y Combinator** — Chosen among 17,000 teams for Y Combinator's Start Up School, advisor track, for Boxlet Storage **August 2018**

## TECHNICAL SKILLS & INTERESTS

ClickUp/Rally • Machine Learning • Swift • Computer Security • Concurrency Management • DNS Management • Figma • React.JS • Node.Js • Python • SQL • R • Java • HTML/CSS/JavaScript • Django • Google Cloud Platform • HerokuApp Deployment • DevOps

Excel Whiz (FBLA, 5<sup>th</sup> in nation) • Escape room fanatic (9 solved) • Film maker (Final Cut Pro pro) • Smash Ultimate spiker (45% spikes)