

AJAY RAJ MERCHIA

ajaymerchia.com

2010 Milvia St APT 213, Berkeley, CA 94704
ajaymerchia@berkeley.edu | (408) 916-6134



EDUCATION

University of California, Berkeley

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

Relevant coursework: Marketing strategy (A+), Machine learning (A-), Finance (A+), Computer security (A), Consumer behavior (A)

Berkeley, California

Graduation: May '20

Chamberlain School of Real Estate

Real Estate Principles, Real Estate Practices, and Real Estate Economics

Online Education

May 2016 — June 2016

Monta Vista High School

Graduated Top 10% of Student Body | 5-time Purple & Gold Award Recipient | GPA: 3.98

Cupertino, California

August 2012 — June 2016

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

Intero Real Estate Services, Cupertino Office

Real Estate Agent

Bay Area, California

October 2016 – Present

- Sold \$5.25mn worth of houses around the Bay Area in a 2-year period after studying for and attaining license in October of 2016
- Cut offer closing period by 25% over industry average (28-day close) by leveraging my network of escrow, lending, & insurance agents
- Maintained 100% callback rate for submitted client offers by pricing accurately using weighted regression on 1k+ similar transactions
- Sourced over 180 contacts and 14 qualified leads by strategically posting 2000+ flyers and talking to clients at 15+ community events

Memory Labs, Inc. | Lightspeed Venture Partners

Co-Founder & CFO | Summer Fellow

Menlo Park, California

February 2017 — December 2017

- Memory Labs was a Berkeley-based start-up developing voice-based caregiving assistants for the Alzheimer's & Dementia community
- Increased market segment awareness by generating 35+ hours of customer interviews and 200 reviews through marketing strategies
- Managed product development using customer interviews to optimize and add 14 features utilizing HTML/CSS, NodeJS/JS skills
- Worked with UCSF and QB3 to obtain Institutional Review Board backing and enable usage of product within assisted living facilities
- Secured over \$67,000 in grants from The House Fund's Free Ventures program & Lightspeed Venture Partner's Summer Fellowship

Market Games

Business Development Intern

Berkeley, California

February 2018 — April 2018

- Conducted market research on over 15 high schools and colleges. I spoke with multiple department heads in locating a product niche.
- Ran spring pilot tests to verify product-market fit and perform QA with over 500 users through beta tests at multiple HS programs.
- Worked on content creation and marketing collateral for website to effectively convey message and address needs of target audience.

Ishan for Senate

Campaign Manager

Berkeley, California

February 2018 – April 2018

- Campaign manager for Senate Campaign; improve campus transportation, innovation resources, and professional opportunities.
- Scripted, composed, and edited campaign video, gaining 2K+ views. Automated email farming w/macros scripts acquiring 400 leads.
- Developed a fully-responsive campaign website addressing the three platforms, and made access to the ballot easier for students.

Illumix (formerly The Looking Glass)

Marketing Intern

Bay Area, California

July 2017 – October 2017

- Illumix provides augmented reality tech as a gaming studio to bring fandom worlds to life by partnering with the relevant IP owners.
- Increased recruiting awareness by designing 15+ design assets for a recruiting fair and developed additional assets for the landing page.

LEADERSHIP EXPERIENCE

Boxlet Storage (BoxletStorage.com) / Y Combinator Start-up School

Berkeley, California

Co-Founder / Fellow

March 2018 — Present

- Founded an Airbnb-like peer-to-peer storage network 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 by leading a team of 3 developers through hi-fidelity mock-ups & AGILE development sprints.
- Solidified competitive price points by writing web scripts to scrape 200+ storage facility sites and benchmark their cost/sq. foot
- Secured \$10,000 from Arrow Capital. Developed industry reports, unit economics, competitive intelligence, product & GTM strategy.
- Collaborated with 4 student consulting groups to improve IP protection, liability coverage, marketing STP, and pricing models.

Mobile Developers of Berkeley

Berkeley, California

Product Manager, iOS Instructor

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

UC Berkeley Azaad

Berkeley, California

Captain, Finance Director, Props Director, Gigs Director, Dancer

September 2016 — Present

- UC Berkeley Azaad is a collegiate Bollywood fusion dance team that entertains its audiences while pushing social/cultural messages.
- 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
- Developed and executed social media/print marketing strategies that led to a 7.5x increase in audition turnout, recruiting strong talent.
- Coordinate and lead efforts between 10 directors across marketing, finance, social, costumes, props, gigs, and logistics departments.
- Plan and budget for annual activities amounting to \$17K. Fundraised both at local businesses and from the student body government.
- Led stage design. Most notably, designed and built collapsible 3 4'x8' mirrors made of wood and reflective paper after 8 prototypes.

Andrew Goodman Foundation

Berkeley, California

Vote Everywhere Campus Ambassador

October 2016 — March 2017

- Registered over 200 Berkeley students to vote in the 2016 elections in collaboration with the GOTV efforts of ASUC Vote Coalition.
- Arranged for California Secretary of State, Alex Padilla, to speak to 400 students on the importance of registering to vote and voting.
- Developed and designed social media profile as well as organization website to be a resource for both voter education and assistance.
- Arranged for ballot boxes to be located in residence halls and obtained NSLVE enrollment for UC Berkeley with Dean of Students.

ASUC Office of Chris Yamas & Financial Wellness Commission

Berkeley, California

Financial Resources Coordinator

October 2016 — January 2017

- Lobbied for an amendment that would reserve 4 seats in Senate office annually for transfer students to promote equal representation.
- Wrote, lobbied, and got passed a bill that would require students to take a basic financial literacy module prior to beginning school.

Peer Court

San Jose, California

Juvenile Dispositional Attorney, Juror

March 2014 — April 2017

- In Peer Court, I served as an attorney for minors guilty of misdemeanors at a dispositional hearing. Had over 15 clients as an attorney.
- Met with offenders/victims to obtain mitigatory/exacerbating circumstances not in the JCR and determine proper interventions.
- Drafted and conducted opening/closing statements, direct/cross exams before a jury of peers and a Santa Clara Superior Court Judge.

HIGH SCHOOL ACTIVITIES

Monta Vista Mock Trial

Cupertino, California

President

September 2014 — May 2016

- Led a chapter of the Mock Trial, part of the Constitutional Rights Foundation competition. Awarded MVP at 4 of 8 competitions.
- Led strong recruiting efforts, doubling membership in my year as president. Did initial outreach to start local middle school chapters.

Legislative Council

Cupertino, California

Class Representative

September 2013 — May 2016

- Represented class interests in various administrative matters, served as the bridge between the student body and school administration.
- Discussed & created programs to address school issues such as facility cleanliness, traffic conditions and safety, and class schedules.

Monta Vista Andaaz

Cupertino, California

Captain

September 2012 — May 2016

- Led a Bollywood fusion team of 16 members. Created choreography, musical mixes, and organized releases for travelling shows.
- Created promotional material using Photoshop, iMovie, and Final Cut Pro. Write, direct, film, edit and distribute short advertisements.
- Maintain budget and expense reports. Budget of roughly \$4K annually. Hosted numerous fundraisers raising over \$2K annually.
- Hosted inter-school show, Tashan. Sold out 400 seats in first year, raising \$4K to donate to Vibha, a child-right non-profit in India.

Future Business Leaders of America

Cupertino, California

Member

September 2012 — May 2016

- Competed in a series of business competitions at regional, state, and international levels. Networked with industry professionals.
- Placed 4th place internationally Banking and Financial Systems competition, demonstrating personal finance/economic knowledge.
- Placed 5th place internationally, 1st place in California for Spreadsheet Applications, knowledge of PivotTables, Macros, formulas, etc.
- Placed 4th place statewide for Business Financial Planning, 5th place regionally for Business Law, and 2nd place statewide for PSAs.

PROJECTS

-
- Kuli Kuli Consumer Behavior Research & Consulting** (*Kuli Kuli Foods*) **Completed May 2019**
- Managed team of 5 researchers to conduct 14 (16hrs) interviews of varying demographics to determine consumer behavior patterns.
 - Identified 3 underlying consumer behavior patterns; segmented market into 2 verticals; mapped product adoption lifecycle for each.
 - Proposed 2 advertising & marketing campaigns to optimize packaging and communication strategy for high value segments.
- ARMDevSuite** (*Developer, Mobile Developers of Berkeley*) **Created December 2018**
- Developed 12 UI/Logic Libraries (Cocoapods) to accelerate development of both personal and professional Swift native projects.
 - Components include: Calendar, Image/Profile Picker, ProgressHUD, along with Layout, Logic, and UI rendering extensions.
- OrderMate** (*Personal*) **Created December 2018**
- OrderMate eliminates manual order entry into Point-of-Sale (POS) systems from Third-Party Online Ordering Systems (TOOS).
 - Conducted 15 user interviews at restaurants to estimate and quantify the cost of maintaining TOOS-POS integrations.
 - Designed application workflow to consolidate orders from key TOOS (UberEats, Postmates, Grubhub, DoorDash & Caviar).
- RecruitMate** (*Project Manager, Mobile Developers of Berkeley*) **Launched November 2018**
- RecruitMate is a CRM-for-recruiting tool designed to help students manage their internship & job recruiting cycles.
 - Conducted 25 user interviews to understand internship-search organization & management issues for undergraduate students.
 - Designed and developed MVP's core features from user interviews. Conducted market research on user base size & demographics.
 - Organized a team of 3 members, managing milestones & sprint goals. Structured AGILE development framework via Trello boards.
 - Planned a 10-month go-to-market strategy for the mobile application's initial launch, distribution, and monetization strategy.
- OpptyCall** (*Sage Intacct*) **Completed July 2018**
- Built Node.JS application for telemarketers to use to improve their call connect rates. Connects to Salesforce Analytics API and secured with AES encryption and SHA-256.
 - Uses Chart.JS to visualize connect rates, and proposes calling schedule via Z-score maximization. Wrapped application into a container and packaged it as a Windows Executable to make it universally installable.
- GAIL-Q: G2-Crowd AI Lead Qualifier** (*Sage Intacct*) **Completed June 2018**
- Built a Python application that scrapes purchased information from a GUI, then, following account-based marketing principles, crosschecks with Salesforce API and LinkedIn API to qualify the account.
 - Uses Viterbi segment dynamic programming algorithm to tokenize purchased information into a query-optimal keyword, then updates probabilities of matching based on accuracy of match.
- Boxlet** (*Boxlet*) **Created May 2018**
- Built a responsive web app for a peer-to-peer storage marketplace using ExpressJS, Node.JS, HTML, CSS, JS, Google APIs, FB APIs, Stripe API, Firebase, Filestack, and Heroku.
- Marketo-Kenshoo Integration** (*Sage Intacct*) **Completed May 2018**
- Built an integration between Marketo and Kenshoo that autonomously performs data transfers, reducing human error and saving 30 man-hours a week. Used Python, Batch scripting, Django, Heroku, Marketo API, and FTP libraries.
- Senate Campaign Site** (*Ishan for Senate*) **Completed March 2018**
- This was my first responsive web design project. I used HTML, CSS, JavaScript, and media tags to design a site that looks great on web, tablet, and mobile.
- Memory Labs: The Memory Map, Module, and Landing Page** (*Memory Labs*) **Completed August 2017**
- Node.Js app using speech-to-text APIs to build a voice-based healthcare assistant for the senior caregiving community.
- ColorScheme** **Completed March 2017**
- Built a basic Java applet that enables me to create custom color schemes when thinking about design and color schemes for projects.
- Escape from Math Mountain** **Completed May 2015**
- My first coding project. It was a multiplayer, racing, educational game that required players to solve math problems faster than their opponent. Coded in Java, assets designed in MS Word and MS Paint.

AWARDS & RECOGNITIONS

- 1st Place Consumer Behavior Consulting Competition** May 2019
Selected as the best consulting group by Kuli Kuli Foods in conducting consumer behavior research to drive advertising & marketing strategies.
- 2nd Place Marketing Strategy Class Rank** May 2019
Ranked 2nd in Marketing Strategy across case briefs, strategy presentations, and fluency in marketing strategy frameworks and its applications.
- 1st Place Business Communications Consulting Competition** October 2018
Highest scoring communication & marketing plan in business case to rebrand Stolli vodka as a progressive brand embodying support for LGBTQ+A+ community.
- 1st Place CapSim Competition, Selection for Beta** November 2017
In a competition across the Introduction to Business course at UC Berkeley, I led our team to first place and to qualify for a private beta of an alternative program.
- 1st Place Infusion National Dance Competition** March 2017
Awarded 1st place for high energy, synchronization across Bollywood, hip-hop, contemporary, classical, etc. dance form. Video: <https://youtu.be/bb6sgVpP1s8>.
- 4th Place International Banking & Financial Systems Competition** July 2016
Demonstrated and applied knowledge of investment tools and financing strategies for small businesses and personal finance in an impromptu case competition.
- 2nd Place Statewide Public Service Announcement Competition** April 2016
Planned, filmed, edited, marketed, and advertised a Public Service Announcement to motivate individuals to get outside and find joy in outdoor sports/activities.
- 4th Place Statewide Business Financial Planning Competition** April 2015
Wrote and presented 15-page business financial plan detailing business expansion, innovation, and funding opportunities for a home renovation case competition.
- 5th Place Regional Business Law Competition** March 2015
Demonstrated and applied knowledge of business laws and regulation via a written test.
- 5th Place International Spreadsheet Applications Competition** July 2014
Demonstrated dexterity and speed in creating financial statements, calculators using Excel's Visual Basic macros, and PivotTables, along with chart design.
- Purple and Gold Awards** February 2013, 2014, 2015
Received awards presented by the department chair to a student of excellence in subjects. Received 5 (in Physical Ed, Biology, Drama, Business Law, and Spanish).

SKILLS & INTERESTS

Technical Skills

Machine Learning • Swift • Computer Security • Operating Systems • Concurrency Management • DNS Management • Push Notifications • Figma • React.JS • Node.Js • Python • NumPy • SQL • R • Java • HTML/CSS/JavaScript • Django • GoLang • C • Batch/Bash Scripting • Stripe Payments • Cocoapods • Google Cloud Platform • Firebase • HerokuApp Deployment • DevOps • FB Graph/Auth

Business Skills

Product Management • Entrepreneurship • Marketing Strategy • Consumer Behavior & Research • Data Analytics • Advertising Strategy • Paid Digital Marketing • Excel • Decking • Adobe Suite (Photoshop, Lightroom, Illustrator, Audition) • Final Cut Pro • Microsoft Suite • Marketo • Google Adwords • Google Analytics • Salesforce

Interests

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