

# Swetaa Suresh

University of Waterloo • Management Engineering

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## EXPERIENCE

**Operation Groundswell** • Marketing and Digital Advertising

May 2021 – Aug 2021

*Google Analytics, Elementor, Wordpress, Canva*

- Designed and launched marketing campaigns to increase interaction by **30%**
- Performed web audits and remodeled the website to **improve user interface** using Elementor
- Enrolled **80 new participants** with **\$20k customer value** by producing media content for a successful program launch
- Created partner outreach guides to acquire 3 new partners resulting in **25%** quarterly increase

## PROJECTS

**Netflix Rewind** • Chrome extension for revisiting moments spent on Netflix • 🌐

*Figma, HTML, CSS, JavaScript, Netflix API*

- Self-taught Figma to design a visual dashboarding experience, inspired by Spotify Wrapped, that visualizes a user's Netflix activity summary in a year
- Led **user interviews** to effectively prioritize features, implementing metrics such as binged shows, top genres, monthly usage by minutes, etc.
- Co-developed the chrome extension and deployed to the Chrome Web Store with **200+ users**

**Books 4 U & I** • Website to help you discover your next read • 🌐

*HTML, CSS, JavaScript, Google Books API*

- Built a web application to recommend books to users and launched it with **50+ users**
- Developed an algorithm to rank the similarity of books using data fetched from the Google Books API

**Local Buys** • Website to facilitate buying and selling from local shops • 🌐

*HTML, CSS, JavaScript, Google Firestore*

- Led ideation, project vision, and development of project to address the need to support small businesses during the pandemic
- Designed **5+ front-end layouts** and user-interface components

## EDUCATION

University of Waterloo, Bachelor of Applied Science

2020 - 2025

Academic Representative • 3 Consecutive Terms

## SKILLS

**Languages / Frameworks**

Java, R, SQL, HTML, CSS, JavaScript, React, VBA, Python

**Toolkit**

Figma, Git, VS Code, Elementor

## AWARDS

**Neighborhood Hacks Winner** • Best Domain from Domain.com

2021

**Microsoft Women in Technology Scholarship** • Outstanding Female Student in Engineering

2020