

Swetaa Suresh

University of Waterloo • Management Engineering

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EXPERIENCE

IBI Group • Product Management and Marketing Intern

Jan 2022 – Apr 2022

Salesforce, Adobe XD, Pardot, Google Analytics

- Ideated and prototyped an **interactive user interface** for a floorplan building feature in a workplace management solution using Adobe XD
- Demonstrated product features in promotional videos leading to a **14%** increase in conversion
- Launched a social media campaign which led to a **540%** increase in user engagement
- Deployed an email nurture campaign which has attributed to **\$70k** in revenue over 3 weeks
- Organized marketing campaigns to launch a series of webinars with more than **60%** turnout

Operation Groundswell • Digital Product Marketing Intern

May 2021 – Aug 2021

Google Analytics, Elementor, Wordpress, Canva

- Designed and launched marketing campaigns to increase user engagement by **30%**
- Led interface audits and remodeled the website to improve user experience using Elementor
- Enrolled **80 new participants** generating **\$20k** by producing media content for program launch

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 implementation of features such as binged shows
- Developed the chrome extension and deployed to the Chrome Web Store with **300+ users**

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

HTML, CSS, JavaScript, Google Firestore

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

EDUCATION

University of Waterloo, Bachelor of Applied Science

2020 - 2025

Academic Representative • 4 Consecutive Terms

SKILLS

Toolkit

Figma, Adobe XD, Salesforce, Git, Elementor, Wordpress

Languages / Frameworks

Java, R, Python, SQL, React, Node.js, VBA

AWARDS

Neighborhood Hacks Winner • Best Domain from Domain.com

2021

Microsoft Women in Technology Scholarship • Outstanding Student in Engineering

2020