AJAY MERCHIA

Student. Entrepreneur. Leader.

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Education

University of California, Berkeley
August 2016 – Present

B.S. Candidate, Business Administration | Walter A. Haas School of Business
B.A. Candidate, Computer Science | College of Letters and Science
cGPA: 3.85

Experience

Co-Founder & Tech Lead
May 2018 – Present
Boxlet
Berkeley, CA

Boxlet is a Peer-to-Peer marketplace enabling students to rent out space in others' apartments, subsidizing rents/obtaining storage.

- Made marketing plan from 40+ student interviews in two days to learn about the storage needs and subletting issues.
- Designed & distributed 1500 flyers for awareness, and sold 149 boxes at a 300% mark-up, acquired over 200 MQLs.
- Created technical platform in 24 hours integrating 8 APIs, including Stripe, Google Maps, FB Graph, & Nodemailer.
- Issued 3 promotional marketing waves resulting in over 40 customers and approximately $3000 in revenue.
- Secured $5,000 in grant money from the Haas School of Business' Dean's Seed Fund Grant; leveraging pre-launch sales.

Marketing Intern
May 2018 – August 2018
SAGE INTACCT
Berkeley, CA

Sage Intacct is a SaaS company providing cloud financial accounting software, primarily targeting small businesses and non-profits.

- Saved 30 man-hours a week and minimized human error by creating an integration between Marketo and Kenshoo.
- Performed deep data dives across the funnel to identify bottlenecks that were causing costs per opportunity to double.

Co-Founder
February 2017 – December 2017
MEMORY LABS, INC.
Menlo Park, CA

Memory Labs is a Berkeley-based SaaS start-up developing a voice-based assistant for the Alzheimer's & Dementia community, providing informal and formal caregivers with solutions to their needs and the elderly with increased control over their lives.

- Tripled website conversion rates studying analytics of Google Adwords and making marketing collateral adjustments.
- Increased market segment awareness by generating over 35 hours of customer interviews through marketing strategies.
- Managed product development; using customer interviews optimized 14 features using HTML/CSS/JS/Node.JS skills.
- Produced first $600 in revenue through over 20 visual ads, 5 videos/animations, and 3 complete website redesigns.
- Secured over $67,000 in grants from The House Fund's Free Ventures program & Lightspeed Venture Partners.

Real Estate Agent
October 2016 – Present
INTERO REAL ESTATE SERVICES, CUPERTINO OFFICE
Bay Area, CA

Intero Real Estate Services is one of the world's leading Real Estate brokerages dedicated to providing end-to-end quality service to its clientele, whether they be investors or first time home buyers. Every one of my transactions thas closed without a hitch.

- Secured 5 deals below highest offer through negotiation strategy. Sales totaling $5.25M in value w/$75K commission.
- Cut closing period by 25% over industry average by leveraging my network of escrow, lending, & insurance agents.
- Performed market research for CMAs. Sourced & filtered 1000+ transaction details from MLS and agents. 20+ reports.
- Sourced 180 contacts and 14 leads while prospecting and farming through 2000+ flyers and 15+ neighborhood events.

Leadership & Activities

Captain, Finance Director, Dancer
September 2016 – April 2018
UC BERKELEY AZAAD
Berkeley, CA

UC Berkeley Azaad is a collegiate fusion dance team of 26 members that entertains audiences while sharing cultural messages.

- Developed and executed social media as well as print marketing strategies that led to a 7.5x increase in applicant turnout.
- Coordinate efforts between 10 directors across marketing, finance, social, costumes, props, and logistics departments.
- Inspire, motivate, and train dancers to become their best; supported the team to our 3 national victories last season.
- Plan and budget for annual activities amounting to $17K. Fundraised from local businesses and the student government.

Coursework

A	Introduction to Economics
A-	Intermediate Microeconomic Theory
A	Introduction to Marketing, Operations, Management, Finance
A+	Structure & Interpretation of Programming
A+	Data Structures
A	Machine Structures
A	Single Variable Calculus
A-	Statistics and Probability

Skills

Technical Skills	Business Skills
C	Google Analytics & Adwords
Java	Promotional Marketing
R/SQL	Content Marketing
Django	Adobe Photoshop
GoLang	Adobe Lightroom
Python/NumPy	Adobe Illustrator
Google Maps API	Data Analytics
Node.Js/ExpressJS	Final Cut Pro
Firebase/Mongo DB	Salesforce
FB Graph/Auth API	Keynote
Batch/Bash Scripting	Marketo
HTML/CSS/JavaScript	Excel

Other Languages

Spanish
Juvenile Court Translator

Hindi
Beginner

Honors & Awards

University of California, Berkeley
'17: CapSim Competition — 1st in Course
Performed better than all 450 other business students in a business simulation game.

Future Business Leaders of America
'16: Banking & Financial Systems — 4th National
Demonstrated knowledge of investment tools and financing strategies for small businesses.

'14: Spreadsheet Applications — 5th National
Demonstrated dexterity and extensive knowledge over Excel's higher functions.