

AJAY RAJ MERCHIA

Student | Entrepreneur | Leader

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EDUCATION

University of California, Berkeley

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

Berkeley, California

August 2016 — May 2020
cGPA: 3.85

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 and Gold Award Recipient

Cupertino, California

August 2012 — June 2016
cGPA: 3.98

WORK EXPERIENCE

Boxlet

Co-Founder & Tech Lead

Berkeley, California

May 2018 — Present

- Boxlet is a Peer-to-Peer marketplace enabling students to rent out space in others' apartments, subsidizing rents/obtaining storage.
- Interviewed 40+ students in two days to learn about the storage needs/subletting issues that students faced, marketing plan devised.
- Distributed 1500 flyers and sold boxes for fundraising and awareness. Sold 149 boxes at a 300% mark-up, acquired over 200 MQLs.
- Created technical and legal platform in 24 hours integrating 8 APIs, including Stripe, Google Maps, FB Graph/Auth, & Nodemailer.
- Issued 3 promotional marketing waves resulting in over 40 customers and approximately \$3000 in revenue. Optimized pricing model.
- Secured \$5,000 in grant money from the Haas School of Business' Dean's Seed Fund Grant; tipped scale by showing pre-launch sales.

Sage Intacct

Marketing Intern

San Jose, California

May 2018 — August 2018

- Sage Intacct is a SaaS company that provides cloud financial accounting software to businesses.
- When tasked to correct data formatting errors due to outsourcing, built a Marketo-Kenshoo integration that eliminated outsourcing costs, avoided human errors, and reduced processing time from 48 hours to seconds which improved SEM bidding decisions.
- Telemarketers can't sell to someone they can't talk to. Built an analytical & predictive PC application on top of Salesforce's API, increasing the average call connect rate for approximately 38 telemarketers from 5% to 12% by proposing individualized schedules.
- Redesigned lead prospecting workflow for telemarketers by building a lead-qualification AI on top of Salesforce & LinkedIn API. AI avoided \$150K in pay-per-lead expenses, improved accuracy by 23%, and decreased workflow time from 6 days to 5 minutes.
- 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.
- Wrote scripts to cut reporting times by 94% and reveal insights at the campaign level on paid ad impressions to opportunities.

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 recontenting website and marketing collateral to effectively convey message and speak to the 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.

Memory Labs, Inc.

Co-Founder & CFO

Menlo Park, California

February 2017 — December 2017

- Memory Labs is a Berkeley-based start-up developing a voice-based caregiving assistant 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, Node.JS/JS skills.
- Produced first \$600 in revenue w/ 20+ visual ads, 5 videos/animations, and 3 complete website redesigns through Photoshop/FCPX.
- 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.
- Forged relationship with independent living facility for usage and distribution of caregiving system within their facility in ~2 years.

Intero Real Estate Services, Cupertino Office

Real Estate Agent

Bay Area, California

October 2016 — Present

- Intero Real Estate Services is a real estate brokerage dedicated to providing end-to-end quality service to real estate sellers and buyers.
- Secured 5 deals in 2 months, 4 below the highest competing offer by leveraging negotiation strategy. Sales totaling \$5.25M in value.
- Cut offer closing period by 25% over industry average (28-day close) by leveraging my network of escrow, lending, & insurance agents.

- Performed research for competitive market analyses. Sourced & filtered 1000+ transaction details from MLS and agents. 20+ reports.
- Sourced over 180 contacts and 14 leads while prospecting and farming through 2000+ flyers and 15+ neighborhood events.

The Looking Glass

Marketing Intern

Bay Area, California

July 2017 – October 2017

- The Looking Glass is an augmented reality gaming studio bringing 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

UC Berkeley Azaad

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

Berkeley, California

September 2016 — Present

- UC Berkeley Azaad is a collegiate Bollywood fusion dance team that entertains its audiences while pushing social/cultural messages.
- 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.
- Inspire, motivate, and train dancers to improve technique and execution; supported the team's 26 members to our 3 national victories.
- 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.
- Acquired and performed at over 10 gigs at local weddings, ceremonies, and birthday, raising money for team activities during the year.

Andrew Goodman Foundation

Vote Everywhere Campus Ambassador

Berkeley, California

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

Financial Resources Coordinator

Berkeley, California

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

Juvenile Dispositional Attorney, Juror

San Jose, California

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

President

Cupertino, California

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

Class Representative

Cupertino, California

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

Captain

Cupertino, California

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

Member

Cupertino, California

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

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 ChartJS 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 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

Technical Skills:

Python • NumPy • R • SQL • Java • HTML • CSS • JavaScript • Node.Js • ExpressJS • Django • GoLang • C • Batch/Bash Scripting • Swift • Google Maps API • Firebase • Mongo DB • FB Graph/Auth API • Heroku App Deployment • DNS Management

Business Skills

Microsoft Suite • Adobe Suite (Photoshop, Lightroom, Illustrator, Audition) • Final Cut Pro • Data Analytics • Excel • Event Planning • Staging • Promotional Marketing • Real Estate • Decking • Keynote • Apple Motion • Marketo • Adwords • Analytics • Salesforce