

AJAY RAJ MERCHIA

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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

WORK EXPERIENCE

Sage Intacct

Product Management Intern

San Jose, California

May 2019 — August 2019

- Recommended 5-year core product roadmap bringing in \$25mn/year by conducting sentiment analysis; After analyzing over 700 escalations and bucketing customer needs into top 8 themes, prioritized 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

Intero Real Estate Services, Cupertino Office

Real Estate Agent

Bay Area, California

May 2017 – 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

Lightspeed Venture Partners | Memory Labs, Inc.

Summer Fellow | Co-Founder

Menlo Park, California

February 2017 — December 2017

- Won a \$65,000 grant from Lightspeed to build an Amazon Alexa-based assistant for dementia patients to remember their medication
- Increased market segment awareness by generating 35+ hours of customer interviews and 200 reviews through marketing strategies
- Worked with UCSF and QB3 to obtain Institutional Review Board backing and enable usage of product within assisted living facilities

LEADERSHIP

Boxlet Storage ([BoxletStorage.com](https://boxletstorage.com)) / Y Combinator Start-up School

Co-Founder / Fellow

Berkeley, California

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
- Solidified competitive price points by writing web scripts to scrape 200+ storage facility sites and benchmark their cost/sq. foot

Mobile Developers of Berkeley

Project Manager, iOS Instructor

Berkeley, California

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%
- Developed & taught 80-hour iOS development and user research curriculum to 17 students driving 95% freshman job placement rate

Azaad – UC Berkeley's National Bollywood Dance Team

Captain

Berkeley, California

September 2016 — Present

- 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 championships among 70+ teams
- Supported team of 26 by planning 7-day dance camp to develop camaraderie; Achieved record 10% churn through year of captainship

AWARDS

Pre-Seed, Arrow Capital; Haas Dean's Start-up Fund – Raised a non-binding pre-seed round with Arrow Capital, and \$5k from Haas **May 2019**

4th Place, Google Games Tech Challenge – Placed 4th at Google competition racing to solve 35+ puzzles against other college teams. **May 2019**

Fellowship, Y Combinator – Chosen among 17,000 teams for Y Combinator's Start Up School, advisor track, for Boxlet Storage **August 2018**

TECHNICAL SKILLS & INTERESTS

Machine Learning • Swift • Computer Security • Operating Systems • Concurrency Management • DNS Management • Figma • React.JS • Node.Js • Python • SQL • R • Java • HTML/CSS/JavaScript • Django • Google Cloud Platform • HerokuApp Deployment & DevOps

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