AJAY RAJ MERCHIA

Student | Entrepreneur | Leader

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ARM

EDUCATION

University of California, Berkeley — **Berkeley, California**
B.S. Business Administration, Haas School of Business | *B.A. Computer Science,* College of L&S | GPA: **3.9**   Graduation: May '20
Relevant coursework: Marketing strategy (A+), Machine learning (A-), Finance (A+), Computer security (A), Consumer behavior (A)

Chamberlain School of Real Estate — **Online Education**
Real Estate Principles, Real Estate Practices, and Real Estate Economics   May 2016 — June 2016

Monta Vista High School — **Cupertino, California**
*Graduated Top 10% of Student Body | 5-time Purple & Gold Award Recipient | GPA: **3.98***   August 2012 — June 2016

WORK EXPERIENCE

Sage Intacct — **San Jose, California**
Product Management Intern   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
- Reduced report generation time by 94% by writing Python scripts to generate and reveal insights at the campaign level on CPC ads

Intero Real Estate Services, Cupertino Office — **Bay Area, California**
Real Estate Agent   October 2016 – 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

Memory Labs, Inc. | Lightspeed Venture Partners — **Menlo Park, California**
Co-Founder & CFO | Summer Fellow   February 2017 — December 2017

- Memory Labs was a Berkeley-based start-up developing voice-based caregiving assistants 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
- 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

Market Games — **Berkeley, California**
Business Development Intern   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 content creation and marketing collateral for website to effectively convey message and address needs of target audience.

Ishan for Senate — **Berkeley, California**
Campaign Manager   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.

Illumix (formerly The Looking Glass) — **Bay Area, California**
Marketing Intern   July 2017 – October 2017

- Illumix provides augmented reality tech as a gaming studio to bring 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

Boxlet Storage (BoxletStorage.com) / Y Combinator Start-up School **Berkeley, California**
Co-Founder / Fellow 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
- Launched 5 platforms & services by leading a team of 3 developers through hi-fidelity mock-ups & AGILE development sprints.
- Solidified competitive price points by writing web scripts to scrape 200+ storage facility sites and benchmark their cost/sq. foot
- Secured $10,000 from Arrow Capital. Developed industry reports, unit economics, competitive intelligence, product & GTM strategy.
- Collaborated with 4 student consulting groups to improve IP protection, liability coverage, marketing STP, and pricing models.

Mobile Developers of Berkeley **Berkeley, California**
Product Manager, iOS Instructor March 2019 — Present
- Designed, developed, and deployed an iOS app connecting influencers to eventgoers under a $50,000 contract for high-growth startup
- Developed approximately 65% of functionality including payments, encryption, synchronization, and a transactional database system.
- Led team of 6 developers to deliver over 120 app features by enforcing AGILE development sprints, increasing sprint velocity by 70%
- Consulted CEO on GTM strategy. Designed UX tests for critical features. Identified & executed upsell opportunity for second app
- Developed & taught 80-hour iOS development and user research curriculum to 17 students driving 95% freshman job placement rate

UC Berkeley Azaad **Berkeley, California**
Captain, Finance Director, Props Director, Gigs Director, Dancer September 2016 — Present
- UC Berkeley Azaad is a collegiate Bollywood fusion dance team that entertains its audiences while pushing social/cultural messages.
- 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
- 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.
- 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.

Andrew Goodman Foundation **Berkeley, California**
Vote Everywhere Campus Ambassador 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 **Berkeley, California**
Financial Resources Coordinator 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 **San Jose, California**
Juvenile Dispositional Attorney, Juror 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   **Cupertino, California**
President   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   **Cupertino, California**
Class Representative   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   **Cupertino, California**
Captain   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   **Cupertino, California**
Member   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

Kuli Kuli Consumer Behavior Research & Consulting *(Kuli Kuli Foods)* **Completed May 2019**
- Managed team of 5 researchers to conduct 14 (16hrs) interviews of varying demographics to determine consumer behavior patterns.
- Identified 3 underlying consumer behavior patterns; segmented market into 2 verticals; mapped product adoption lifecycle for each.
- Proposed 2 advertising & marketing campaigns to optimize packaging and communication strategy for high value segments.

ARMDevSuite *(Developer, Mobile Developers of Berkeley)* **Created December 2018**
- Developed 12 UI/Logic Libraries (Cocoapods) to accelerate development of both personal and professional Swift native projects.
- Components include: Calendar, Image/Profile Picker, ProgressHUD, along with Layout, Logic, and UI rendering extensions.

OrderMate *(Personal)* **Created December 2018**
- OrderMate eliminates manual order entry into Point-of-Sale (POS) systems from Third-Party Online Ordering Systems (TOOS).
- Conducted 15 user interviews at restaurants to estimate and quantify the cost of maintaining TOOS-POS integrations.
- Designed application workflow to consolidate orders from key TOOS (UberEats, Postmates, Grubhub, DoorDash & Caviar).

RecruitMate *(Project Manager, Mobile Developers of Berkeley)* **Launched November 2018**
- RecruitMate is a CRM-for-recruiting tool designed to help students manage their internship & job recruiting cycles.
- Conducted 25 user interviews to understand internship-search organization & management issues for undergraduate students.
- Designed and developed MVP's core features from user interviews. Conducted market research on user base size & demographics.
- Organized a team of 3 members, managing milestones & sprint goals. Structured AGILE development framework via Trello boards.
- Planned a 10-month go-to-market strategy for the mobile application's initial launch, distribution, and monetization strategy.

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 Chart.JS 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 Consumer Behavior Consulting Competition May 2019
Selected as the best consulting group by Kuli Kuli Foods in conducting consumer behavior research to drive advertising & marketing strategies.

2nd Place Marketing Strategy Class Rank May 2019
Ranked 2nd in Marketing Strategy across case briefs, strategy presentations, and fluency in marketing strategy frameworks and its applications.

1st Place Business Communications Consulting Competition October 2018
Highest scoring communication & marketing plan in business case to rebrand Stoli vodka as a progressive brand embodying support for LGBTQA+ community.

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.

4st 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.

5st 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 & INTERESTS

Technical Skills
Machine Learning • Swift • Computer Security • Operating Systems • Concurrency Management • DNS Management • Push Notifications • Figma • React.JS • Node.Js • Python • NumPy • SQL • R • Java • HTML/CSS/JavaScript • Django • GoLang • C • Batch/Bash Scripting • Stripe Payments • Cocoapods • Google Cloud Platform • Firebase • HerokuApp Deployment & DevOps • FB Graph/Auth

Business Skills
Product Management • Entrepreneurship • Marketing Strategy • Consumer Behavior & Research • Data Analytics • Advertising Strategy • Paid Digital Marketing • Excel • Decking • Adobe Suite (Photoshop, Lightroom, Illustrator, Audition) • Final Cut Pro • Microsoft Suite • Marketo • Google Adwords • Google Analytics • Salesforce

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