

Rika Pinto: Crafting Success from Creativity and Strategy

When I was fifteen, my family visited a bustling jewelry market in Jaipur, India. Amidst the cacophony of haggling voices and glittering displays, I observed something profound—a delicate dance of creativity and business acumen manifesting in each transaction. Little did I know then that this moment would ignite a passion within me, propelling me to establish my own retail jewelry business, Romikas, at the tender age of seventeen. Through this venture, I have not only honed my leadership skills but also discovered my true potential in merging creativity with strategic thinking.

As the CEO and Founder of Romikas, I spearhead a six-figure profit business that spans across the United States and India. Managing a team of 215 employees has been a journey fraught with challenges, yet equally rich in rewards. My role requires more than just overseeing operations; it demands resolving disputes, fostering a positive work culture, and incessantly promoting collaboration between international teams. Early on, I recognized the importance of transparency and structured communication systems, thus instituted regular virtual meetings to bridge the geographic divide.

One particularly satisfying milestone was developing and implementing innovative social media and PR strategies that exponentially increased our customer base. By creating engaging and authentic content for platforms like TikTok and Instagram, we amassed over 5,000 customers in just three years. This accomplishment instilled a sense of unity within the team and catalyzed a wave of collective enthusiasm, propelling Romikas to new heights.

Yet, my journey has not been confined to the corporate realm. Creativity has flowed through my veins, finding an outlet in performing arts. As a singer-songwriter, I've performed at distinguished venues like the Nobel Peace Prize Show, and released original compositions that garnered significant recognition. My artistic pursuits have provided me avenues to express and refine my strategic thinking, as crafting music requires a balance of creativity and precision, much like business.

Further solidifying my passion for intertwining creativity with strategy was my stint as a Research Intern at Support Vectors. Here, I developed machine learning algorithms to predict sales trends—a role that beautifully married my analytical prowess with my business insights. It was a concrete application of my academic learnings in Analytic Geometry and Calculus, demonstrating the practical implications of theoretical knowledge.

Beyond the professional spectrum, the spirit of social good has always resonated with me. At Romikas, we commit 10-50% of our monthly sales to charities like Give India and the Trevor Project, merging revenue goals with impactful philanthropy. Moreover, my volunteer work at the Valley Humane Society, where I significantly contributed to fundraising efforts, underscored the importance of giving back to the community.

My journey, peppered with moments of naivety and growth, underlines a vital narrative—a tale of relentless pursuit, balancing creativity with strategy, and fostering a culture of empathy and community service. With these experiences and a GPA of 3.721 from UC Berkeley, I stand as a testament to the transformative potential of combining passion with purpose. At the University of California, I aim to further this fusion, leveraging every opportunity to innovate, inspire, and impact.

As I move forward, I carry with me a mosaic of experiences—a leader, a creator, and a community advocate—ready to tap into the plethora of opportunities that lie ahead, propelling both my personal growth and broader societal good.