

****From Melodies to Marketplaces: The Entrepreneurial Journey of **Rika Pinto****

As my fingers strummed the final chord of "The Table" at the Young Artist Awards, I felt a profound connection between my music and entrepreneurial spirit. I'm ****Rika Pinto****, and my journey from artist to business founder has been a harmonious blend of creativity and commerce.

It all began in the vibrant bazaars of Jaipur, India, where the intricate craftsmanship of local jewelers captivated me. Inspired by their artistry, I founded ****Romikas****, a retail jewelry business aimed at bringing these exquisite pieces to a global audience. Overseeing 215 employees across the United States and India, I've grown Romikas into a six-figure enterprise, reaching over 5,000 customers in just three years through innovative social media and marketing strategies. More than just a business, Romikas serves as a platform for social impact, donating up to 50% of monthly sales to charities like Give India and the Trevor Project.

Balancing my role as CEO with my studies at the University of California Berkeley, where I pursue a BS in Business Administration and a BA in Economics, has been both challenging and rewarding. My academic pursuits enhance my practical experience, with courses like Financial Accounting and Principles of Business providing foundational knowledge. As a Strategy Consultant for ****Nova Consulting****, I've applied this understanding to real-world projects, such as developing data-driven strategies to boost Aston Martin's sales in America.

My artistic endeavors as a singer-songwriter, dancer, and actor have profoundly influenced my approach to business. Performing at the Nobel Peace Prize show and releasing music that resonated with thousands taught me the power of storytelling and emotional connection?skills that are invaluable in marketing and leadership. These experiences have instilled in me the importance of passion, perseverance, and connecting authentically with audiences and customers alike.

Beyond business and the arts, I'm committed to education and mentorship. At ****Brain-O-Magic****, I led and trained student teachers, helping over 100 students build confidence in mathematics. Volunteering with ****Asha for Education**** allows me to support initiatives that empower young girls in rural India, aligning with my belief in using business as a force for good.

****Conclusion****

Uniting my creative passions with entrepreneurial ambition, I strive to build ventures that are both successful and socially responsible. ****As Rika Pinto****, I am dedicated to innovating at the intersection of artistry and commerce, using my diverse experiences to make a meaningful impact. I look forward to continuing this journey, embracing new challenges, and contributing positively to the world through thoughtful business leadership.