

ANISHA KROTTAPALLI

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📞 973-830-9641

🌐 www.anishakrottapalli.com

EXPERIENCES

Incredible Trades

User Experience Designer and QA Analyst

📅 Jan 2019 - Current 📍 Edison, NJ

- Conducted workshops & collected and documented business requirements for e-commerce project
- Created design enhancements and conducted user acceptance tests
- Documented as-is and to-be processes, including use cases, wireframes, and Visio Flows
- Prepared the test cases, setup master data for testing the subscription management module
- Developed and delivered the training documentation
- Helped in managing the project scope, budget, and timelines

United Talent Agency

Agent Trainee Intern

📅 April 2019 - June 2019 📍 New York, NY

- Completed reader's reports, evaluated book proposals, provided script coverage, presented research to various departments
- Worked with agents and assistants to learn about the agency business, processes and procedures of talent representation

Studio71 (Red Arrow Studios)

Network Talent Management Intern

📅 Summer 2018 📍 Beverly Hills, CA

- Gained a full understanding of YouTube Analytics
- Developed programming for channels in different verticals
- Implemented optimization strategies on channels

Sony Music Entertainment

Digital Marketing and Content Intern

📅 Jan 2018 - May 2018 📍 New York, NY

- Produced unique and innovative content on various social platforms to create awareness for artists' brands
- Provided data analysis, key insights, strategies to optimize marketing

Tiffany and Co.

Seasonal Sales and Service Professional

📅 Oct 2017 - Jan 2018 📍 Parsippany, NJ

- Closed sales and aimed to increase revenue in every transaction
- Investigated and resolved customer service issues

EDUCATION

Rutgers, The State University of New Jersey

Rutgers Business School

📅 Graduated May 2019 📍 Newark, NJ

Bachelor of Science, Management and Leadership
Concentration in Management Information Systems

SKILLS

Microsoft Office: Access • Excel • Word • Powerpoint • Outlook • Visio

Video Editing: Adobe Premiere Pro • Final Cut Pro

Design: Adobe XD • Adobe Photoshop • Adobe Lightroom • Usability Testing

Development: Beginner HTML5 • CSS3 • Javascript

Administrative: Document Management • Time Management • Expense Reporting • Heavy Calendaring • Heavy Phones

Other: Detail-Oriented • Self-Starter • Critical Thinker • Team-Oriented

CERTIFICATIONS

Ethical Leadership

NASBA Center for the Public Trust

IBM Data Science Professional

Coursera

Certified Associate in Project Management

Project Management Institute

YouTube Certified

YouTube

UX Certified Designer

CareerFoundry

INTERESTS

Venture Ideation

Entertainment and Pop Culture

B-Roll Video Production

Photography

Social Work