

NITIN BAJAJ



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SKILLS

Proficient in

- ✓ Photoshop
- ✓ Illustrator
- ✓ InDesign
- ✓ Word / Excel / PowerPoint
- ✓ Human Centered Design
- ✓ HTML / CSS
- ✓ Java

Exceptional understanding
of social media platforms

- ✓ Facebook
- ✓ Instagram
- ✓ Twitter
- ✓ Snapchat
- ✓ Tumblr

CHARACTER TRAITS

- ✓ Excellent communication skills (oral & written)
- ✓ Motivated leader and collaborator
- ✓ Excellent analytical skills
- ✓ Adept in decision-making

🔍 OBJECTIVE

Creative, detail-oriented undergraduate seeking an internship in a company that combines my interest in technology and media, while further developing my analytical skills

🎓 EDUCATION

*Bachelor of Science in Computer Science & Bachelor of Arts in Design
Minor in Economics*

University of California, Davis

Anticipated Graduation: June 2018

👛 EXPERIENCES

Manager

Engineering Student Startup Center, Davis, CA (October 2016- present)

- Create and lead workshops in Photoshop and Illustrator to introduce undergraduate and graduate students to Adobe CC applications
- Work in close collaboration with other ESSC Student Managers and with College of Engineering programs to promote awareness and capacity for engineering entrepreneurship
- Manage day-to-day ESSC operations, utilize and troubleshoot prototyping equipment such as a 3D printer and a CNC router, lead safety and basic use equipment workshops for other students, and provide outstanding customer service to student users

Intern

BIAN, New York, NY (February 2016- present)

- Develop, publish, and maintain content on company's social media accounts
- Design and produce social media campaigns to increase brand awareness
- Utilize Adobe Photoshop and various editing tools to create content
- Identify, organize, and maintain influencers, media, and e-boutique contact lists
- Revised website and worked with developers to redesign the layout
- Increased sale inquiries by 30% by growing follower base from 40 to 700 in 2 months

Data Entry & Analysis Intern

Abaxis Inc, San Francisco Bay Area, CA (June 2015- July 2015)

- Assisted in a project to migrate technician training log records into a computer based system to efficiently track progress
- Created excel spreadsheets to organize years of technician training log data
- Coordinated with quality control and lab departments to organize company training records

Founder

Revolution Apparel Co, SF Bay Area, CA (June 2013- August 2015)

- Publicized company on Instagram and other social media sites garnering over 2000 followers
- Created and customized the company logo and website using an e-commerce platform and Adobe Illustrator
- Researched progressing fashion trends and designed products to appeal to a wide variety of audiences

💡 SPECIAL PROJECT

Lead Organizer/Founder

1st Annual Moreau Mehfil Charity Event, Hayward, CA (April 2014)

- Raised over \$1,500 for Sankara Eye Hospital charity, funding free surgeries for 50 patients
- Hosted ten dance teams from high schools in the Bay Area to participate in an Indian cultural charity show
- Responsible for event logistics and directing the event
- Utilized social media to advertise the event