Deevy Bhimani

deevy.bhimani@berkeley.edu | (408) 893-0717 | deevyb.github.io | /in/deevybhimani | @deevyb

EDUCATION

University of California, Berkeley – Data Science BA   August 2017 – May 2021
- *Relevant coursework:* Principles and Techniques of Data Science (CS C100), Introduction to Database Systems (CS 186), Concepts of Probability (Stat 134), The Structure and Interpretation of Computer Programs (CS 61A), Data Structures (CS 61B), Linear Algebra and Differential Equations (Math 54), Design Methodologies

EXPERIENCE

Roblox   San Mateo, CA
Product Management Intern   June 2020 – Present
- Social team, core project TBD

Loom   San Francisco, CA
Product Management Intern   May 2019 – August 2019
- Increased conversion to paid plan by 10% by driving product paywall and page layout decisions
- Performed 30+ user interviews revealing insights that drove key decisions around the product roadmap
- Increased videos recorded and viewed by 7% in 4 weeks by improving onboarding resulting in higher activation
- Worked with engineers, design, growth, & customer success to run activation experiments to 500k+ users
- Laid the foundation for corporate partnerships and designed the user experience for two major features

Kittyhawk   San Francisco, CA
Growth & Data Analytics Intern   July 2018 – August 2018
- Generated 12 large enterprise leads with information about site visitors such as company and location
- Used Python and SQL to write scripts that convert raw flight/telemetric data into actionable user insights
- Generated guides and analytics about how battery is affected by weather, speed, location, duration, and drone
- Developed market positioning with research about competitors, partnerships, users, and business strategies
- Identified key forces that drive company productivity based on firms with high market cap/employee

Astroscrambler   Los Angeles, CA
Business Development Intern   July 2017 – December 2017
- Crafted marketing campaigns, website design & photography, and product selection to maximize profit
- Improved customer satisfaction by 15% over 5 months by establishing an automated communications system
- Built a strong SEO by refining product descriptions and meta descriptions resulting in a 300% increase in sales
- Drove strategic partnerships with global manufacturers to sell aftermarket parts and gear direct to consumer

EXTRACURRICULARS

Cal Hacks, *Director & Sponsorship + Fellowship Team Lead*   February 2019 – Present
- Working across functional teams in marketing branding, logistics, to execute an event for over 2500 attendees
- Increased funds raised by 150% while leading a sponsorship team of 6 to make the event free for hackers
- Driving Fellowship initiative with partners like YC, Redpoint, and Pear VC supporting student entrepreneurs

Lightspeed Venture Partners, *Ambassador*   April 2019 – April 2020
- Mentoring & connecting talented and driven student founders at UC Berkeley to Lightspeed's resources

Berkeley Formula Racing, *Business Development Specialist*   January 2019 – June 2019
- Developed GTM and prepared a pitch deck for business portion of the national competition, placed 3rd

ADDITIONAL

- **Programming Languages:** Python, Java, SQL, HTML, CSS, Javascript
- **Software Tools**: Git, IntelliJ, Jupyter, Mapbox, Adobe Photoshop, Adobe Lightroom, Adobe XD, Figma
- **Frameworks:** Pandas, Numpy, Scikit-Learn, Matplotlib, OpenStreetMap
- **License:** California Real Estate Agent
- **Broke a World Record:** Largest human letter