

DEEVY BHIMANI

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EDUCATION

University of California, Berkeley – Data Science BA August 2017 – Present

- *Relevant coursework:* Foundations of Data Science, Principles and Techniques of Data Science, The Structure and Interpretation of Computer Programs, Data Structures, Design Methodologies, Principles of Business, Web Design

EXPERIENCE

Loom San Francisco, CA
Product Management Intern May 2019 – August 2019

- Executed a thorough analysis of user behavior and engagement resulting in material changes to the product
- Performed 30+ user interviews revealing insights that drove key decisions around the product roadmap
- Designed and implemented new onboarding that resulted in a lift in activation and increased retention
- Worked with engineering, design, growth, customer success, & BizOps to run experiments to 500k+ users
- Laid the foundation for corporate partnerships and designed the user experience for 2 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
- Created 20+ charts about how battery is affected by weather, speed, location, duration, and drone model
- Performed in-depth research about competitor platforms, partnerships, users, and business strategies
- Identified key forces that drive company productivity based on firms with high market cap/employee

Astroscrambler Mountain House, CA
Business Development Intern July 2017 – December 2017

- Developed marketing campaigns, website design, and expanded product selection to maximize profit
- Improved customer interaction by 15% over 5 months by establishing automated communications system
- Built a strong SEO by refining product descriptions and meta descriptions, 300% increase in sales
- Drove strategic partnerships with manufacturers to sell aftermarket parts and gear direct to consumer

EXTRACURRICULARS

Cal Hacks, Director

- Working across functional teams for branding, logistics, and setting the stage for over 2500 attendees
- Leading sponsorship efforts that make the event free and accessible for hackers all over the world
- Driving Fellowship initiative with partners like YC, SkyDeck, and SVB supporting student entrepreneurs

Haas Business School Association, Associate

- Enhanced the MBA-undergrad mentorship program to create long-term mutually beneficial pairings
- Executed 15+ events that help students polish resumes, develop interview skills, and expand their network
- Hosted a fireside chat with founders of startups Infer, Luxe, and Poshly for 150+ students and professionals

Berkeley Formula Racing, Business Development Specialist

- Performed market research and prepared a pitch deck for business portion of a national competition
- Designed new website and branding for Berkeley Formula Racing, updating the team's online presence

ADDITIONAL

- **Skills:** Data Science, User Interviews, Market Research, Product Management, A/B Testing, UX Design
- **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, JUnit, OpenStreetMap
- **Broke a World Record:** Largest human letter