

HARIKA KOMREDDY

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EDUCATION

SIMON BUSINESS SCHOOL, UNIVERSITY OF ROCHESTER

Rochester, NY

Master of Business Administration (STEM-Designated Program)

May 2025

- Concentration: Consulting; Minor: Strategy and Marketing
- Organization Leadership: President of Simon Finance and Investment Club
- Forté Fellow Scholarship Fund Recipient

INDIANA UNIVERSITY - PURDUE UNIVERSITY INDIANAPOLIS

Indianapolis, IN

Bachelor of Science in Neuroscience

December 2022

- Recipient of Mitch Daniels Early Graduation Scholarship

EXPERIENTIAL LEARNING

SIMON VISION CONSULTING

Rochester, NY

Project Manager

January 2024 – May 2024

- Managed a team of 5 consultants, using Jira to plan, track, and manage over 20 tasks, meeting deliverables within a 3-month timeline ensuring alignment, timely execution, and delivering an actionable solution.
- Crafted recommendations for international distribution to enhance global market penetration to 3 countries, resulting in a projected 20% increase in measured market reach and a 15% improvement in online traffic.
- Designed digital mockups using Figma for social media page, Instagram Shop, website enhancement, and Amazon Brand Page creation, collaborating with designers, engineers, and marketing team while conducting A/B testing to optimize user experience, resulting in a projected 25% increase in user engagement.

PROFESSIONAL EXPERIENCE

YAHOO!

Mountain View, CA

Ad Solutions, Yahoo Creative

June 2024 – September 2024

- Developed and executed a B2B ad categorization system, tagging 300+ creatives across 4 categories, aligning with global strategies across EMEA, NAR, APAC, and UCAN, enhancing efficiency in campaign targeting.
- Collaborated with Product Marketing, Digital Marketing, and Customer Service teams to develop a Best Practices guide, assessing campaign elements such as call-to-action size, logo positioning, and messaging.
- Analyzed ad performance against KPIs to create and present actionable insights for optimizing click-through rates, interaction rates, and video completion rates, leading to a projected 40% lift in client conversions.
- Identified data discrepancies in click-through rates and interaction rates outside the acceptable range (-10% to +10%) using Excel and Looker Studio and developed dashboards for benchmarking and decision making.

MARATHON PETROLEUM CORPORATION

Fort Wayne, IN

Product Manager, New Products & StampMe

November 2021 – May 2023

- Led the product launch for a new product entry, conducting market research, defining positioning strategies, and developing go-to-market approaches, tailored to the B2C segment in the petroleum and energy industry.
- Implemented a highly effective loyalty program pricing strategy using a SaaS platform to provide incentives for new product entry, resulting in the acquisition of 400 new clients and a 15% rise in client retention in Q2.

CUSTOMS BY HARI

Indianapolis, IN

CEO/Founder

December 2020 – January 2023

- Streamlined social media communication to align with targeted ads, driving a 15% increase in revenue and expanding the customer base by 40%, while leveraging Adobe Photoshop to design high-quality mock-ups.

TONIC MUSCLE

Indianapolis, IN

Product Marketing Manager

January 2021 – August 2021

- Developed and executed go-to-market strategy through market analysis, positioning, and cross-functional collaboration, driving a 25% increase in product adoption and 15% revenue growth within 6 months of launch.

ADDITIONAL INFORMATION

- Technical Skills: Excel/Google Sheets, Looker Studio, A/B Testing, SQL, Tableau, Jira, Figma, and Salesforce
- Case Competitions: NMBAA Graduate Case Competition & John Molson MBA International Case Competition
- Interests: Bharatanatyam Dancer, Graphic Designer, Hackathons & Product Jams, and Yoga Instructor