

Neha Pinnu

npinnu@umich.edu | 248.843.6313 | www.linkedin.com/in/neha-pinnu-83731920b/

EDUCATION	University of Michigan - Ann Arbor College of Literature, Science, and the Arts <ul style="list-style-type: none">• Bachelor of Science - Computer Science, May 2025 School of Information <ul style="list-style-type: none">• Minor in User Experience Design• GPA: 3.5/4.0 SAT: 1520/1600• Relevant Coursework: Data Structures and Algorithms, Mobile App Development, Discrete Math, Web Systems, Web Design and Accessibility, Database Management, Needs and Usability Evaluation	Ann Arbor, MI
EXPERIENCE	ORDRSMART Business Analytics Intern <ul style="list-style-type: none">• Evaluated customer leads for product sampling startup, identifying alignment between startup's software services and 300+ clients, leading to projected \$25K+ increase in revenue per client• Created marketing initiatives on startup's 2 major outreach platforms, engaging with 100+ potential users, resulting in strengthened brand visibility and successful product adoption• Conducted case study on 25% of startup's consumers to identify and communicate software pain points to cross-functional teams, resulting in improved user experience and customer satisfaction	Chicago, IL
2024, 2022	INDUSTRIAL LOGIC Business Analytics Intern (2024 - Present), Software Engineering Intern (Summer 2022) <ul style="list-style-type: none">• Served as senior intern, leading 3 team members to effectively and punctually complete tasks and utilized test-driven development in Java to organize creation of 5+ robust software deliverables• Developed alongside senior engineers in Javascript on mobile application to enable restaurants streamline taking orders, reducing time to make each order for servers and customers by 15%• Utilized Google Analytics to evaluate effectiveness of company's newly developed Accelerate survey as lead generation tool to improve 10% conversion rate of potential clients to 20%• Analyzed sales funnel to identify drop-off points, and conducted usability interviews with 10+ individuals regarding redesigned website to gather feedback and identify areas of improvement	Remote
2022-2025	MECC CONSULTING GROUP Project Manager (Fall 2023, Winter 2024), Consultant (Fall 2022, Winter 2023) <ul style="list-style-type: none">• Managed team of 3 consultants to build front-end React Native dance choreography mobile application to adapt to 30 different screen sizes, increasing user base by 100+ new choreographers• Developed a frontend web application for a fintech startup using Next.js, Typescript, and TailwindCSS that compiles data from backend API, leading to 40% increase in engagement with investors• Directed 3 consultants in semester long project for local trivia business, leading market research and competitor analyses to compose 15-page report including 10 novel marketing strategies and 30 potential bars partnerships, alongside new website to increase brand awareness• Created dashboard for acai bowl franchise, displaying 7 PowerBI visuals based on python quantitative analysis of staffing and ingredient data, optimizing staffing productivity and food use by 17%	Ann Arbor, MI
2023	RAILINC Software Development Intern <ul style="list-style-type: none">• Wrote and compiled 100+ lines of instructional documentation for unit testing framework, educating IT team and increasing long-term reusability and ease of use of extensive test suite• Designed extensive test suite using Java, Spring, Mockito, and SonarQube for railroad issue monitoring and reporting software, achieving 80% code coverage in existing codebase of 14 years	Raleigh, NC
ADDITIONAL	<ul style="list-style-type: none">• Skills: Fluent C++, Javascript, Python, React, ReactNative, PowerBI, SQL, HTML, GitHub, Pandas, Figma• Languages: Fluent in English and Telugu Conversational in German• All-State Synchronized Swimming, Troy High School, 2018, 2019	