

Ria Singhania

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EDUCATION

University of California, San Diego

B.A. in International Business | Minor: Computer Science

June 2026, **Major GPA: 3.85**, Provost Honors

Relevant Coursework (Business): Global Business Strategy, Project Management, Enterprise Finance, Financial & Managerial Accounting, Corporate Ethics, Business Analytics

Relevant Coursework (Technical): Advanced Data Structures, Business Information Systems, Algorithm Analysis, Computer Organization and Systems Programming

PROFESSIONAL EXPERIENCE

CREATE at UC San Diego

Digital Product Manager

San Diego, CA

March 2023– March 2024

- Led a comprehensive website renovation for the San Diego Science Project, resulting in a 150% increase in user engagement by utilizing data-driven strategies and Wix analytics.
- Proactively developed surveys and analytical models to craft a social media strategy that increased audience engagement by 65%

Ratio Dating

Digital Product Marketing Intern

Plano, TX

May 2023– September 2023

- Coordinated app development workflows by implementing Agile methodologies, improving product iterations based on QA testing and user feedback.
- Led cross-functional discussions between marketing and development teams to align project scope, risks, and deliverables.
- Enhanced task management processes, reducing bottlenecks and improving coordination between internal and external stakeholders.

PROJECT EXPERIENCE

Students for the Exploration and Development of Space (SEDS)

Project Manager

San Diego, CA

June 2024- September 2024

- Led a 4-member team to design a GTM strategy for DAQ System utilizing Agile workflows and providing clear communication with the client on scope, risks, and project milestones.
- Utilized Waterfall Management for structured workflow and guided product understanding and ensure accurate applications of research team members conducted.
- Conducted SWOT analysis and competitor research, contributing to the creation of a pricing strategy, industry trends and 1-year project timeline

Momento

Associate via Triton Consulting Group

San Diego, CA

January 2024- May 2024

- Spearheaded a project to analyze customer data and conduct global market research to identify 75+ potential clients in Japan.
- Used Python to organize and analyze a list of 2000+ website visitors given by Koala; identified 30 qualified customers based on specified criteria.
- Developed data visualizations to provide a mapping of current technical trends in relevant industries for Momento and streamlined client communications, ensuring clear updates on project milestones.

Skills: Java, Python, Tableau, Power BI, Excel, Figma, Agile & Waterfall Management, Organization

Activities and Memberships: Triton Consulting Group (Associate), Women in Business, Research Assistant at Rady School of Management.

Certifications: Project Management and Initiation (Google), AI Product Management Specialization (Duke Uni)

Interests: Running, Watercolor Painting, Playing Guitar, Service for Sight