

Rithu Aynampudi

riaynam@iu.edu | (614) 816-6207 | <https://www.linkedin.com/in/rithuayn/>

EDUCATION

Indiana University, Kelley School of Business – Bloomington, Indiana May 2026
Master of Science in Information Systems

The University of Cincinnati, Carl H. Lindner College of Business – Cincinnati, Ohio May 2025
Bachelor of Business Administration; Major: Information Systems; Minor: Marketing GPA: 3.46/4.00

- *Cincinnati Scholarship Recipient*: Merit-based award for academic achievement and leadership
- *IT Help Desk Associate*: Created technical documentation, analyzed customer data, and resolved system issues through troubleshooting, network resets, re-imaging, and ServiceNow ticket management

EXPERIENCE

K & J Web Designs – Cincinnati, Ohio January 2025 – August 2025
Operations and Marketing Co-op

- Designed and implemented social media strategies to enhance brand awareness, increasing target audience engagement by 50%
- Managed projects and client communications using Trello and Honeybook CRM

CoorFab Services, LLC – Cincinnati, Ohio September 2024 – August 2025
Marketing Co-op

- Created and managed content for newsletters, email campaigns, websites, blogs, and social media, increasing outreach by 80%
- Utilized Squarespace SEO/analytics and HubSpot to optimize campaigns and track performance
- Researched industry-specific content in architecture, engineering, and construction (AEC) to support business development, conference abstracts, and award submissions

Northwestern Mutual – Cincinnati, Ohio May 2024 – August 2024
Financial Planning Intern

- Collaborated with financial advisors on case preparation and client follow-up, maintaining current financial plans and identifying new client prospects via Customer Relationship Management (CRM)
- Developed comprehensive financial plans covering retirement, risk management, and investment strategies

LEADERSHIP

The American Cancer Society August 2023 – April 2025
Marketing Chair Coordinator

- Coordinated publicity and marketing strategies, managing campaigns across digital and print channels
- Contributed to fundraising efforts that raised \$57,900 in one year toward a \$100,000 annual goal

Alpha Phi Omega Fraternity August 2023 – April 2024
Secretary and Historian

- Recorded meeting minutes, updated bylaws, and coordinated communication with members and external partners
- Managed social media strategy and content creation, increasing Instagram engagement by 75%

ACADEMIC PROJECTS

App Design, ComPASS April 2024

- Led a 5-member team to design an app that automates study aid creation and provides tailored academic recommendations to improve learning outcomes
- Produced use-case, activity, BPMN, and class diagrams, and built the app interface in Canva to present a functional prototype

TECHNICAL

- *Programming & Development*: Python, HTML, CSS, C++, C#, SQL
- *Databases & Diagramming*: Lucidchart, Visio, Miro, No-Code ER Diagram Databases
- *Tools & Platforms*: Microsoft Word, Excel, Access, ServiceNow, Canva, HubSpot, Trello, Honeybook CRM, Visual Studio, Squarespace SEO/Analytics, Social Media Strategy, Content Creation

ADDITIONAL

Fluent in Telugu | Artistic Painting | Ohio Life, Accident, and Health Insurance License