

Raj-Krishan Mistry

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EDUCATION

New York University Abu Dhabi

Bachelor of Arts, Literature

Abu Dhabi, UAE

Spring 2016

Cumulative GPA: 3.86/4.0; **SAT:** 2270 (740 M, 730 CR, 800 W)

- **Awards:** Published conceptual poetry entitled "FourthGeneration4.0" in the 2015 Columbia Review; 3rd Place at the 2014 NYUAD 24-Hour Film Competition; Top 16 at the 2014 Bickel & Brewer/NYU Global Debates
- **Abroad Programs:** Shanghai, China (Spring 2015); Buenos Aires, Argentina (Winter 2015); Florence, Italy (Winter 2014)
- **NYU Abu Dhabi Tuition Scholarship** (Fall 2012 – Spring 2016)

PROFESSIONAL EXPERIENCE

Amazon.com, Quidsi

Summer Marketing Data Analyst

Jersey City, NJ

Summer 2014

- Responsible for evaluating ~600,000 Google Adwords keywords that brought in ~\$10,000,000 in revenue for Q2 2014
- Created a VBA algorithm that identified high impact keywords and streamlined accounts from 600,000 to 8,000 keywords, reducing expenses by 5-10% per quarter
- Wrote guidelines for recommended Adwords use and presented these to the Senior VP of Marketing for implementation

iDecisionGames (www.iddecisiongames.com)

Summer Marketing Campaign Intern

New York, NY

Summer 2014

- Assisted a business school education tech startup with a marketing campaign directed at top global MBA programs
- Created an animated teaser video for an email campaign sent to potential clients

BTL Brands (www.btlbrands.com)

Summer Brand Consulting Intern

London, UK

Summer 2013

- Assisted an entrepreneur-focused brand consulting company with several projects for clients in the textile industry
- Reached out to local businesses, helped set up an art exhibition, and drafted ad campaign emails for clients

Deloitte Consulting

Summer "Senior Options" Intern

New York, NY

Summer 2012

- Documented key processes of a major financial services client for review by federal regulators and identified areas of improvement by interviewing client executives
- Assisted with research and development of a client strategic recommendation deck

LEADERSHIP EXPERIENCE

Sparkfish (www.spark.fish)

Cofounder, Head Designer

New York, NY

Summer 2014 – Present

- Designed a launchpad for students around the world to connect and share skills over entrepreneurial projects
- Built a 6-person team of student web-developers, designers, and industry professionals to create business model and site
- Won a \$750 NYU Social Impact Stipend and placed in finals of the NYU Stern Social Impact Business Challenge

NYUAD Student Consulting Task Force

Founder, Lead Consultant

Abu Dhabi, UAE

Fall 2013 – Present

Saadiyat Campus Community Project

- Led a team of 10 students in researching and presenting on psychogeographical problems of the new NYUAD campus
- Worked with the administration to develop a student-run program placing outdoor furniture and student recreation areas where campus foot-traffic is highest

UAE Government Executive Affairs Authority (Tamkeen)

- Performed NYU-wide career service surveys and presented to the COO of Tamkeen to improve AD career services

Floor 9 (floorninead.wordpress.com)

Cofounder, Head Chef

Abu Dhabi, UAE

Spring 2014

- Started NYUAD's first and only student-run restaurant: releasing an original 5-course menu each week for the first 10 students to RSVP, budgeting for the semester, sourcing ingredients, and managing table service

SKILLS AND INTERESTS

Skills: Python, Microsoft VBA, HTML/CSS/JS (beginner), Apple Keynote, Microsoft Word/PowerPoint/Excel/Visio, Adobe Photoshop/InDesign/Illustrator, Logic Pro, Ableton Live, Cooking

Interests: Conceptual Poetry, Music Production, Fashion & Footwear