

Smriti Barla

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Education **The University of Iowa** **Aug 2017 - Present**
Iowa City, IA
B.B.A. Business Analytics & Information Systems
B.A. Computer Science

Work Experience **Technical Sales Intern: Amazon Web Services** **June 2020 - Aug. 2020**
Seattle, WA virtually from Iowa City, IA
- Created value maps for Verizon to identify their long term-goals for 5G, key decision makers, and opportunities to integrate AWS services (was one of 18/150 interns who received an honorable mention from senior leadership)
- Performed extensive customer research to deliver two client presentations for the integration of AWS services
- Engaged with 200 customer prospects (C-Suite individuals) to update IT projects and company data in Salesforce

Business Analyst Intern: Federal Bureau of Inv. **June 2019 - Feb. 2020**
Washington, DC
- Assisted 4 teams within the FBI IT Application Data Division creating user stories for the design of a human-source security application while consulting with the Intelligence Division/Special Agents to formulate the UI/UX style guide
- Planned 2-week sprints within an Agile environment and maintained weekly sprint metrics for the scrum master

Campus Manager: Fresh Prints **Aug. 2018 - Present**
Iowa City, IA
- Generated \$100K in revenue by managing a custom apparel business overseeing all processes including graphics, price quoting, apparel ordering, invoice payment, customer relations, and a market size of 40,000+ students
- Managed over 150 client relationships on campus, other universities, large events, and businesses throughout the US

Tippie Peer Mentor: Tippie College of Business **Aug. 2018 - Dec. 2019**
Iowa City, IA
- Instructed 2 seminars per semester for first-year students, directly admitted into the Tippie College of Business, dealing with professional development, LinkedIn, Hirea-Hawk, resumes, Career Center opportunities & resources
- Coordinated with co-instructors and advisors for lesson plans and office hours for students to develop their careers

**Leadership
& Volunteer
Experience**

Program Student Assistant: UI Admissions **Aug. 2018 - May 2019**
Iowa City, IA

- Maintained Microsoft Access databases for the University of Iowa's Admissions Office campus recruitment events, Admissions staff, prospective students, and underlying campus organizations
- Organized staffing for large campus recruitment events (1,000+ students in attendance) and led interviews for new office hires and volunteers

Founder: Kozy Korner Wholesale **Aug. 2019 - Present**
Peoria, IL

- Created a wholesale brand to expand my online boutique business into a retailer for other start-up boutiques
- Contracted through Poshmark to sell wholesale fashion directly to licensed boutiques

Founder: Under the Bed Boutique **Sept. 2017 - Present**
Iowa City, IA

- Launched an online boutique contracted through Poshmark to purchase wholesale fashion retail products and sell curated styles and brands to customers (87K followers, 700+ 5-star ratings)
- Achieved \$10K revenue within first 11 months and self-managing all business operations

Sales Associate: Marshalls **July 2017 - July 2018**
Peoria, IL

- Assisted with fitting room, customer service, and floor assistance

Class Assistant: Kumon Math & Reading Center **Jan. 2016 - Aug. 2017**
Peoria, IL

- Assisted kindergarten through high school students with advanced coursework in English, Reading and Math
- Instructed one-on-one lessons with pre-K students learning early reading and math skills

Exec. President: UI South Asian Student Alliance **Aug. 2017 - Present**
Iowa City, IA

- Oversaw all organization operations and administrative duties of a student run board (90 members) responsible for hosting large scale cultural events on campus (800+ students in attendance)
- Grew the organization from 16 to 90 members over 3 years; focusing on increasing South Asian representation
- Handled external relations with the University, Student Government, and 20+ cultural organizations on campus

Team Co-Captain: Iowa Andhi (Dance Team) **Aug. 2017 - Present**
Iowa City, IA

- Choreographed for and supervised the University of Iowa's nationally competitive

South Asian Fusion Dance Team

- Handled contracting, competition applications, sound/production materials, national travel, finances, fundraising, marketing, licensing, and external relations for the team (previously served as Co-Captain and Competition Manager)

Certifications **Top Secret/SCI Security Clearance**
AWS Cloud Practitioner Certified

Technical Skills **Programming Languages:** Python, Java, HTML5, SQL, C#
IDE: PyCharm, Visual Studio, IntelliJ IDEA
Data Analysis: Tableau
Graphic Design: Adobe Photoshop, Adobe Illustrator, Adobe Spark
Methodologies: Agile/Scrum Proficiency
Microsoft Suite: Word, Powerpoint, Excel, Access, Publisher

Awards & Recognitions **Diversity & Business Ethics Case Competition** **Feb. 2020**
- Received Third Place at University of Colorado, Boulder
Tippie 21 Under 21 **Apr. 2019**
- Awarded for Leadership, Scholarship, Experiential Learning, and Cross-Cultural Experience
National Retail Federation Student Program **Jan. 2019**
- Received a computer science scholarship to attend the conference in New York
Study Abroad: London, United Kingdom **Dec. 2018**
- Completed International Business Environment course in 2 weeks
Iowa Startup Games **Sept. 2018**
- Startup Weekend Competition: Received People's Choice (\$2,500), Marketing, and Sustainability Awards
Study Abroad: Beijing & Shanghai, China **May 2018**
- Completed Business & Culture in China course in 2 weeks

Scholarships Received **Tippie College of Business Endowed Scholarship** **May 2020**
Margaret A. Shriner Scholarship **May 2020**
Margaret Phelps Layton Business Scholarship **Apr. 2018**
University of Iowa National Academic Scholarship **Aug. 2017**

References **Melissa Baker** melissa-baker@uiowa.edu
Advisor, Tippie College of Business, 319-335-1037
University of Iowa
Ken Brown kenneth-g-brown@uiowa.edu
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