

# Smriti Barla

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## Contact Information

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**Github:** <https://github.com/smritibarla>

## 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 priority enterprise customers to identify their long-term goals, key decision makers, and opportunities for AWS services (received 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 to enrich client data in Salesforce for the Small & Medium Business segment

**Business Analyst Intern: Federal Bureau of Inv.** **June 2019 - Feb. 2020**  
*Washington, DC*  
- Assisted 4 teams within the FBI IT Application Data Division and worked in 2-week sprints in an Agile environment creating user stories for the design of a human-source security application and maintained weekly sprint metrics  
- Consulted with the Intelligence Division, Special Agents, and my teams to formulate current Application Style Guide

**Campus Manager: Fresh Prints** **Aug. 2018 - Present**  
*Iowa City, IA*  
- Generated \$100K in revenue by managing a custom apparel printing business overseeing all processes including art proofs, price quoting, apparel ordering, invoice payment, and customer relations  
- 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 a seminar for first-year students, directly admitted into the Tippie College of Business, dealing with professional development, LinkedIn, HireaHawk, resumes, Career Center opportunities & resources  
- Coordinated with co-instructors and advisors for weekly lesson plans and office hours for students

**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*

- Launched 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*

- Started 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

**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

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

<b>References</b>	<b>Melissa Baker</b>	<a href="mailto:melissa-baker@uiowa.edu">melissa-baker@uiowa.edu</a>
	Advisor, Tippie College of Business, University of Iowa	
	<b>Ken Brown</b>	<a href="mailto:kenneth-g-brown@uiowa.edu">kenneth-g-brown@uiowa.edu</a>
	Associate Dean, Tippie College of Business, University of Iowa	
	<b>Nancy Abram</b>	<a href="mailto:nancy-abram@uiowa.edu">nancy-abram@uiowa.edu</a>
	Professor, Tippie College of Business, University of Iowa	