

Smriti Barla

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[LinkedIn](#) | [Portfolio](#) | [Github](#)

EDUCATION

The University of Iowa (*Iowa City, IA*)

Expected Dec. 2021

B.B.A. Business Analytics & Information Systems | Tippie College of Business

B.A. Computer Science | College of Liberal Arts & Sciences

RELEVANT WORK EXPERIENCE

Technical Sales Intern: Amazon Web Services (*Seattle, WA virtually from Iowa City, IA*)

June 2020 – Aug. 2020

- 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 Investigation (*Washington, DC*)

June 2019 – Feb. 2020

- 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 (*Iowa City, IA*)

Aug. 2018 – Present

- 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 (*Iowa City, IA*)

Aug. 2018 – Dec. 2019

- 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

Founder: Under the Bed Boutique & Kozy Korner Wholesale (*Iowa City, IA*)

Sept. 2017 – Present

- 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 the first 11 months and self-managing all business operations
- Launched a wholesale brand (Aug 2019) to expand as a retailer for other start-up boutiques

LEADERSHIP AND VOLUNTEER EXPERIENCE

Executive President: UI South Asian Student Alliance

Aug. 2017 – Present

- 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 32 members to 90 members; focusing on increasing South Asian representation
- Handled external relations with the University, Student Government, and many cultural organizations on campus

Team Co-Captain: Iowa Andhi (Nationally Competitive Dance Team)

Aug. 2017 – Present

- 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)

TECHNICAL SKILLS & CERTIFICATIONS

Top Secret/SCI Security Clearance, AWS Cloud Practitioner Certified, Agile Scrum Proficiency, Microsoft Excel, Microsoft Access, Python, Java, Tableau, SQL, C#

AWARDS & RECOGNITIONS

Diversity & Business Ethics Case Competition | Received Third Place at University of Colorado, Boulder

Feb. 2020

Tippie 21 Under 21 | Awarded for Leadership, Scholarship, Experiential Learning, and Cross-Cultural Experience

Apr. 2019

Iowa Startup Games | Startup competition: Received People's Choice, Marketing, and Sustainability Awards

Sept. 2018