

# Sudarshan Kannan

(408)459-7666

sudarshan.kannan99@gmail.com

1584 Loch Lomond Lane, San Jose, CA 95129

## **OBJECTIVE**

San Jose State University student looking for internships in product management, content, and marketing. I have a wide range of experiences involving product management, digital marketing, and content creation for developer-facing startups and consumer apps.

## **EDUCATION**

### **San Jose State University**

August 2020 – May 2022(expected)

- Major: Software Engineering (B.S.) - Transfer
- Relevant Coursework: Python, Data Structures and Algorithms, Computer Architecture and MIPS, Probability and Statistics, Java
- Involvements: Triathlon Club Team, Data Science Club, TAMID (business consulting club working with Israeli Startups)

## **CAREER TRACK**

### **Hoss, San Francisco Bay Area, CA – Product Manager Intern (May 2020 – CURRENT)**

- Work closely with CEO and CTO to create feature for notifying developers of API changes
- Surveyed third-party API providers to gain an understanding of the API change management landscape – how changes were pushed out, where developer docs were posted, etc.
- Created the product roadmap, defined product vision, and established key metrics for our API change management feature and was responsible for driving project towards MVP
- Compiled a comprehensive API FAQ and glossary covering ~1000 APIs for our soon-to-be launched API marketplace
- Performed QA tests for the Hoss app
- Recruited and onboarded a new hire

### **Codacy, San Francisco Bay Area, CA – Intern (February 2020 – March 2020)**

- Worked with product team to create product blogs highlighting use cases and newly implemented features for the Codacy static analysis suite
- Generated ideas for blog content covering important developer tools, trends, and topics
- Contributed heavily to eBook on linting tools targeting software developers, researching technical requirements and use cases of linting tools across several programming languages
- Contribute to product newsletters reaching potential and current clients
- Worked with an international team based primarily in Portugal and US East Coast

### **NextPlan, San Francisco Bay Area, CA – Intern (August 2019 – February 2020)**

- Work closely with co-founder to implement go-to-market strategy for travel app launch
- Responsible for digital marketing campaigns, including Facebook Ads, Apple Search Ads – conduct SEO/keyword research

- Analyze data from marketing campaigns to improve performance and results
- Conducting market research, analyze and collect information on incumbent firms and competition
- Responsible for building content strategy – coming up with the vision, writing travel articles, and ideas for topics to cover
- Conduct user testing – identify user pain points when using app, transcribe step-by-step user experience, determine well-received features and areas on which to improve
- Work with contractors to create promotional content and ensure they meet deadlines and specifications

**Gaucha Tour Association, Santa Barbara, CA – Tour Guide (January 2019 – March 2019)**

- One of 35 selected from a pool of 400 applicants
- Serve as a brand ambassador on behalf of the UCSB admissions office by marketing the community in an honest and wholehearted manner
- Lead engaging tours for prospective students and families to sell them on the merits and benefits of a UCSB education and experience

**UCSB Triathlon Team, Santa Barbara, CA — Sponsorship Officer (June 2018 – June 2019)**

- Build and maintain partnerships with existing team sponsors in order to receive equipment, financial aid, and other benefits
- Maintain relationships with well-established endurance sports/apparel companies including Patagonia, Specialized Bicycles, and Roka
- Handle logistics for the annually-hosted UCSB triathlon, Kendra's Race

**UCSB Spatial Neuroscience Lab, Santa Barbara, CA – Research Assistant (February 2018 – June 2018)**

- Analyze quantitative data pertaining to a Maze Navigation study using MATLAB and extrapolate insights and statistical trends
- Present my weekly findings to the professor heading the project
- Run test subjects and fill out the necessary documentation and legal paperwork

## **ADDITIONAL SKILLS**

**Technical Skills:** R, Python, Webscraping, Tableau, C/C++, Java, Python, Data Visualization, Agile Methodologies, UNIX, ReactJS, JavaScript, Node

**Other:** Excellent public speaking skills, SEO, Apple Search Ads, Facebook Analytics, Google Ads (Search, Universal Ad Campaigns), working proficiency in Spanish