

Tina Parija

tinaparija@gmail.com

www.tinaparija.com

Skills

Project Management, Partnership Strategy, Analytical Research, Writing & Storytelling, Financial Modeling, Relationship Management

Technical: Front End Web Development (HTML, CSS, Javascript, jQuery), Excel, Linear Programming (Risk Solver), Stata, LaTeX

Experience

Corporate Innovation Associate – RocketSpace – July 2015 to Present

- Produce compelling research reports to educate Fortune 500 companies on strategically relevant new technologies and business models
- Identify and analyze startups for strong partnership and investment fit
- Develop best practices for research methodology, analyses and deliverable structure
- Manage major client relationships and incorporate iterative feedback
- Oversee event coordination for in-house strategy sessions and demo days

Analyst – LitiNomics – August 2014 to July 2015

- Created expert witness testimony and presentations for commercial IP lawsuits
- Developed clean, logically organized financial models to calculate lost profits
- Analyzed client industries and competitive markets using public & private data sources

Marketing Intern – MuleSoft – June 2013 to August 2013

- Researched top customers, product differentiators, and historical business drivers to create a centralized *Customer Success* database
- Drafted 40 internal case studies (200% of target) for marketing and sales training
- Analyzed brand contact points with intern team and successfully recommended PR and website changes to executive staff

Leadership

Project Lead for annual *pro bono* project at LitiNomics

Research Lead for several Corporate Strategy and VC clients at RocketSpace

Opinion Section Editor for the *Berkeley Political Review*

Instructor & Course Developer for a UC Berkeley class on Charlie Kaufman's films

Education

UC Berkeley – August 2014

GPA: 3.7 / 4.0

Business Administration, Haas School of Business (B.S.)

Rhetoric, College of Letters & Science (B.A.)

General Assembly – March 2016

Front End Web Development (3 Month Course + Certificate)

Interests

Interior Decorating, Writing, Playlist Making, Yoga, Hiking