

Vani Agarwal

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EDUCATION

University of Washington - Seattle Informatics BS. + Math BS.

Graduation: June 2026

Relevant Coursework: Introduction to Java Programming, Statistical Reasoning, Linear Algebra, Introduction to Database Management, Data Structures and Algorithms, Web Development

TECHNICAL SKILLS

Software: Java, R, HTML, CSS, Python, Javascript, SQL, VSCode, Sublime Text, Figma, NodeJS, React, PostgreSQL

Other: Graphic Design, Social Media Marketing, Digital Marketing, SEO, Content Creation, Excel, Powerpoint

WORK EXPERIENCE

Web Development Intern

June 2023 - August 2023

Indus Net Technologies

Kolkata, India

- Led the design & development of robust and scalable applications utilizing **full-stack development** practices with HTML, CSS, JavaScript used by **400k+** people across multiple continents
- Collaborated cross-functional teams of **20+** senior engineers and designers to meet complex **technical requirements**, taking **ownership** of end-to-end delivery
- Troubleshooted over **35+** complex technical bugs, implementing strategies to optimize website performance & ensuring compatibility with various browsers and devices.

Digital Marketing and Brand Management Intern

August 2023 - October 2023

Auli Skincare

Kolkata, India

- Crafted **SEO-optimized content** to improve organic search rankings and drive web traffic.
- Skillfully designed and executed a **comprehensive social media content calendar**, ensuring consistent and on-brand messaging across platforms.
- Monitored key performance indicators for digital marketing campaigns and social media activities.
- Spearheaded **6+ strategic marketing campaigns** that collectively achieved a **25% increase** in both follower counts and engagement metrics.

Digital Marketing Intern

September 2021 - March 2022

SpeakSmart Academy

Kolkata, India

- Trained children from ages **12-17** in **effective communication skills** and taught preparatory classes for the Trinity College of London's communication skills exam, including curating lesson plans for **problem-solving, creative thinking, teamwork** and organizational skills.
- Managed and established the company's social media pages, and executed 4 successful social media campaigns with over a **30% increase** in engagement at each

Digital Marketing Intern

September 2021 - March 2022

BrandMirchi

- Spearheaded the ideation and design of the company website dedicated to **electric vehicles**, showcasing a keen eye for innovative and **user-friendly design**.
- Conceptualized and executed impactful social media strategies for **15+ diverse company clients**, contributing to enhanced online presence and brand visibility.

PROJECTS and RESEARCH

Directed Research Group: Memes of Production

- Participated in a focused research group exploring contemporary practices of digital fabrication and the evolving landscape of Computer-Numerically Controlled (CNC) tools. Delved into the impact of CAD tools and the widespread accessibility of 3D printers on democratizing fabrication technologies.
- Demonstrated strong analytical and research skills by engaging with technical documentation such as field bus specifications, contributing to a comprehensive exploration of the subject matter.

Lyft Backend Engineering Virtual Experience:

- Completed Lyft's Back-end Engineering program to gain experience in Software Architecture, Refactoring, Unit Testing and Test-Driven Development.
- Demonstrated proficiency in Python by implementing Vehicle, Engine and Battery classes in Python to determine whether cars in a new rental fleet are serviceable or not.

LEADERSHIP AND INVOLVEMENT

Officer, Membership

September 2022 - July 2023

Society of Women Engineers

Seattle, WA

- Empowering women in engineering by providing diverse academic and career-centered programs, allowing them to explore different post-graduate paths and develop their professional skills.
- Coordinated logistics, budgeting, and planning of promotional and volunteer work in collaboration with student organizations across campus in order to provide networking opportunities for women engineers with skill-building activities.

Social Media Director

October 2022 - January 2023

DubsTech

Seattle, WA

- Increased engagement on socials and club exposure on campus by creating compelling content for all social media platforms. Analyzed SEO and web-traffic metrics to determine their effectiveness and accordingly curated impactful social media campaigns.

Assistant Director of Marketing

October 2022 - June 2023

UW Terry Hall Seattle, WA

- Created and implemented marketing strategies for all hall council events to maximize engagement, managed and created content for all social media accounts, researched and evaluated marketing trends to determine effectiveness and maximize impact.