Varalika Varanasi

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SUMMARY

Detail-oriented student seeking an internship at Sivil to utilize skills in analytics tools, remote research tools, and project management, gained through coursework and previous experiences.

EDUCATION

Rutgers University, *New Brunswick, NJ*
Sept. 2021 – December 2025
   Bachelors in Cognitive Science and Computer Science   GPA: *3.2*

WORK EXPERIENCE

Best Buy, *Mount Laurel, NJ* **July 2023 – Sept. 2023** *Geek Squad Agent*
    ▪ Provided expert technical support for computer operating systems and hardware, assisting customers seamlessly. Proficiently set up and repaired various technological devices, ensuring optimal functionality.

Ruffalo Noel Levitz, *New Brunswick, NJ* **Oct. 2021 – June 2022**
Engagement Ambassador Rutgers University
▪ Secured financial support from Rutgers University alumni, managed patron information, and facilitated efficient transactions

RELEVANT PROJECTS

- **Data-Driven Insights & Visualization**: Conducted user research and analyzed data using Google Sheets and Excel, leveraging advanced tools such as VLOOKUPs, Pivot Tables, and Tableau to visualize trends and inform decision-making.
- **Machine Learning & Personalization**: Designed a personalized fanfiction platform (*Star-Crossed Spells: Draco & Hermione*), curating datasets and implementing ML-based recommendations to enhance user engagement through tailored content.
- **Survey & User Research**: Executed research projects (Canvas Redesign) using tools like SurveyMonkey, Userzoom Go, and Google Analytics to analyze user responses and improve platform functionality and user experience.
- **Strategic Marketing Campaigns**: Managed a social media campaign for the Telugu Association of South Jersey, crafting nostalgic content and visually engaging flyers to attract audiences and increase event attendance. Developed targeted marketing strategies to engage younger demographics effectively.
- **UX & Platform Optimization**: Led the redesign of the Rutgers Canvas learning system, creating user-friendly wireframes and prototypes in Figma and Canva to streamline navigation, improve calendar functionality, and eliminate app redundancies.
- **Immigration Data Analysis**: Analyzed OECD immigration data (2000–2021) to uncover key insights into global migration trends. Informed predictive models by scrutinizing data on immigrant origins and inflow patterns across diverse countries.
- **AI-Powered Virtual Personal Assistant**: Developed a Virtual Personal Assistant with voice interaction capabilities to streamline task management. Successfully integrated features like reminders, calendar synchronization, and personalized task recommendations, leveraging AI to enhance user productivity and experience.

SKILLS

- **Programming Languages**: Python, Java, C++, SQL, HTML, CSS, Linux
- **Data & Analytics**: Google Analytics, Pandas, R, MATLAB, Excel (Pivot Tables, VLOOKUPs)
- **Design & UX Tools**: Figma, Adobe Photoshop, Canva
- **Marketing & Research Platforms**: Sprinklr, SurveyMonkey, Userzoom Go
- **Development & Productivity Tools**: Visual Studio Code, Git, Tableau
- **Analytical & Critical Thinking**: Problem-solving, data-driven decision-making
- **Communication & Collaboration**: Public speaking, customer service, stakeholder engagement
- **Project Management**: Time management, strategic planning, decision-making