

Vineet Rastogi

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Business and Technical Skills:

Market Research
Project Management
Google Analytics

Customer Segmentation
Digital Marketing
Ruby on Rails , CSS, HTML, SQL
JavaScript, Java

Marketing Analytics
Channel Marketing
Microsoft Excel

Education:

Foster School of Business, University of Washington Seattle, WA

2010-2014

- Bachelor's Degree in Business Administration and Entrepreneurship with extensive coursework in Marketing and Finance
Key Coursework: Entrepreneurial Marketing, Managerial Economics, Business Finance, Entrepreneurial Finance, Create a Company, Strategic Management, Global Business Perspectives, Intro to Information Systems, Intro to Computer Science

Dev Bootcamp San Francisco, CA

Oct 2014 - Present

- Programming bootcamp focused on front and back-end development. Includes a 9 week remote program and an immersive 9 week program in San Francisco.

Experience:

Marketing Lead, Harmony Seattle, WA

Jan 2014 – Present

A University of Washington Senior project

- Developed market strategy through market research campaign consisting of 800+ interviews, identified customer segments, conducted competitive analysis, developed value propositions, and raised \$5000 through Kickstarter. Managed evangelism and promotion of the offering using extensive online social media, offline events and press interviews. The PR effort led to stories published on multiple blogs, SammamishReview.com, and the Issaquah Press newspaper

Operations Specialist, Lumberdogs Seattle, WA

Jan 2014 – June 2014

A company created through the Create a Company class at the University of Washington

- Prepared investor pitch to raise \$2500 in seed funding for usage in business operations
- Recruited and hired a specialized workforce to install laminate flooring
- Reported to the CEO of Lumberdogs to present weekly analytics and findings from interactions with suppliers

Product Marketing Intern, Insight Enterprises Tempe, AZ

June 2013 - Sep 2013

- Project Manager for two initiatives to increase Insight's revenue for Microsoft products by deeper alignment of Insight sales and marketing strategies with Microsoft's priorities for enterprise customers
 - Conducted needs assessment, identified gaps, and developed a bill of materials to improve the quality of sales and marketing resources for field teams
 - Designed and implemented a new Microsoft Pinpoint website for Insight. Site content was targeted to enterprise audience with emphasis on Microsoft's initiatives including Windows 7, Windows 8, Office 365, and Microsoft Lync
 - Earned 18 certifications in Microsoft Sales Specialty Training

Research Assistant, University of Washington Entrepreneurship Department Seattle, WA

Jan 2013 - Oct 2013

- Led the primary research on facial and emotion recognition market/startups to support faculty research
- Conducted research on S1 filings for 290 startups to develop trends and profiles associated with successful IPOs

Marketing Consultant, ÜbrLocal Seattle, WA

Apr 2013 – June 2013

Local startup focused on developing urban agricultural solutions

- Conducted primary and secondary research on the urban agriculture market in the Seattle area, and developed an integrated marketing plan to implement their go-to-market activities

Marketing Lead, EasyUniv Seattle, WA

Dec 2012 - Aug 2013

Local tech startup focused on collegiate organizational solutions

- Conducted market research to understand customer needs and led business development activities to build partnerships with online and offline communities
- Developed marketing campaigns to drive awareness and preference for EasyUniv's services/products

SkyDrive Ambassador, Microsoft Seattle, WA

Jan 2013 - Mar 2013

- Collaborated with Microsoft marketing managers to develop campaigns, product demos, and guerrilla tactics to increase awareness and usage of SkyDrive on the University campus. Managed the initiative to onboard 100 new SkyDrive users
- Developed metrics for tracking, and analyzing effectiveness of the marketing campaigns

Other Internships

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| • Campus Ambassador, Spotify | Seattle, WA | April 2014 – June 2014 |
| • Social Media Marketing Intern, Genwave Records | Seattle, WA | April 2012 – June 2012 |
| • Market Research Analyst and App Tester, MAQ Software | Bellevue, WA | July 2011 – September 2011 |