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| **VRIJEN S. ATTAWAR** | | | | |
| [vsa6@cornell.edu](mailto:vsa6@cornell.edu) | 857-869-3264 | STEM OPT Eligible | <https://bit.ly/vsaLinkedIn> | | | | |
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| **Education** | **CORNELL SC JOHNSON COLLEGE OF BUSINESS** | | **Ithaca, NY** | |
|  | Master of Business Administration, May 2022; Strategic Product and Marketing Immersion | | | |
|  | High Tech Club, Access Johnson (VP, Marketing), Consulting Club, Entrepreneurship Club | | | |
|  |  | |  | |
|  | **Emory University** | | **Atlanta, GA** | |
|  | Bachelor of Arts in Economics, May 2014 | | |  |
|  |  | | |  |
| **Tools** | Qualtrics, SPSS, Excel, Sheets, Tableau, Monday, Airtable | | | |
| **Certifications** | ScrumAlliance Certified ScrumMaster®, Gainsight Customer Success Manager (Level I) | | |  |
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| **Experience** | **GAINSIGHT** – *B2B SaaS provider of Customer Success solutions* | **San Francisco** | | |
| 2021 | ***Sales Enablement MBA Intern*** | | |  |
|  | * Owned tech tool enablement for 60+ person sales organization, including seller onboarding, upskilling, and workflow optimization for core sales motions | | | |
|  | * Defined departmental priorities based on seller painpoints and sub-optimal workflows identified through analysis of Salesforce and Outreach usage date and user interviews | | | |
|  | * Created tech tool training materials for new sellers, increasing Q3 cohort’s prospecting email volume by 2x and call volume by 3x and decreasing overdue tasks by 30% compared to Q2 peers | | | |
|  | * Optimized tech tool provisioning through workflow automation after securing buy-in from three departments and sales leadership; reduced email requests by 70% | | | |
|  |  | | |  |
| 2021 | **A.MAZE** – *Web app startup for MBAs seeking tech internships* | | **Ithaca, NY** | |
|  | ***Product Marketing Manager*** | |  | |
|  | * Identified target customers by conducting market segmentation analysis using SPSS | | | |
|  | * Conducted 20+ hours of one-on-one customer interviews to demo MVP and validate feature set | | | |
|  |  | |  | |
| 2017-2019 | **The keys admissions** –*Boutique university admissions consulting firm* | | **Singapore** | |
|  | ***Co-founder & Head of Sales and Business Development*** | |  | |
|  | * Generated $650K+ in annual B2C revenue through high-touch client interactions, yielding 90%+ conversion rate on referrals, Net Promoter Score of 9.6, and revenue-to-marketing-cost ratio of 25:1 | | | |
|  | * Analyzed customer interviews and results from biannual focus groups to hone pricing strategy, resulting in 80%+ clients signing up for highest-margin services | | | |
|  | * Forged five strategic B2B partnerships, positioning company as “one-stop-shop” for consulting and bringing brand equity on par with best-in-class competitors | | | |
|  |  | | | |
| 2015 - 2017 | **The Academy** –*Startup provider of K-12 tutoring and enrichment programs* | | **Singapore** | |
|  | ***Business Development Manager for College Consulting Division*** | |  | |
|  | * Revamped product messaging to attract Singaporean market customers, inducing 2x rise in leads-to-conversion rate, 10x increase in client portfolio size, and B2C revenue of $425K+ | | | |
|  | * Identified new revenue stream after discovering unmet demand for interview prep services within lead and client exit surveys, improving net profit per consultant by 10% | | | |
|  | * Developed and executed go-to-market strategy to capture entirely new customer segment; increased MRR by 15% and CLV by 10% | | | |
|  | * Persuaded board to replace master brand marketing strategy with a differentiated approach, raising lead conversion across all three brands by 15% on average | | | |
|  |  | | | |
| **Personal** | * Spent AY2019-2020 completing graduate courses in Public Relations at New York University | | | |
|  | * VP, Marketing for Access Johnson: an on-campus club for neurdivergent and disabled students | | | |
|  | * Hobbyist Sci-Fi writer; favorite sub-genres: hard and speculative; favorite authors: Asimov and Liu | | | |