

## EDUCATION

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**University of Minnesota – Twin Cities**, Minneapolis, Minnesota  
*Bachelor of Arts Major in Economics, Minor in User Experience*

August 2020 – May 2023

**Moorpark College**, Moorpark, California  
*Associates Degree in Business/Economics*

August 2017 – May 2020

## SKILLS

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- Microsoft Office, Photoshop, Lightroom, Illustrator, InDesign, Procreate
- Figma and Adobe XD
- HTML and CSS

## EXPERIENCE

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**paaq**, Los Angeles, CA  
*Market Research Intern*

November 2019 – June 2020

- Collaborated with the founding team for paaq, a contemporary brand focused on telling the stories of South Asia.
- Analyzed market trends and customer demand using competitor brands and responses from social media outlets.
  - o Examined metrics from past releases and applied strategy changes to future releases to target more users.
- Developed marketing strategies that focus on strategic partnerships with key influencers.
  - o Networked out to multiple South Asian social media influencers to curate posts that generated engagement with both of our audiences.

**Dymic Digital**, Thousand Oaks, CA  
*Intern*

August 2018 – February 2019

- Managed social media accounts for lead generation and growth, all done through Salesforce CRM.
- Coordinated and sent out feedback requests to clients who have had work completed with the company.
- Boosted website rankings through blog posts and page descriptions.
  - o Client sites would be higher by four or five spots on the results page after a search using keywords defined in descriptions and posts.

## VOLUNTEER EXPERIENCE

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**International Taekwondo College**  
*Volunteer Instructor*

September 2016 – January 2017

- Assisted instructors in teaching the class for the lower levels
- Demonstrated new techniques to students who were advancing up to the higher levels.

## LEADERSHIP EXPERIENCE

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**Jazba**, Minneapolis, MN  
*Board Member*

October 2021 - February 2022

- Advertised and marketed the event around the University to sell tickets and generate interest.
- Managed one of the teams for the weekend.
  - o Communicated important details, timelines, and updates to the team so all events would run as efficiently as possible.
  - o Facilitated their transport to ensure they arrived at meetings and events promptly.
  - o Conducted and processed COVID-19 tests for all team members.