

COLLEGE STUDENT RESUME

Address Line 1 Address Line 2, City, State Zip | (212) 256-1414 | neha.subramanyam@gmail.com

CAREER OBJECTIVE

Energetic and passionate college student working towards a B.Tech. in Computer Science at SRM University. Aiming to use my knowledge of analytics, machine learning, product development, and consumer research strategies to satisfy the project requirements during internship.

EDUCATION

SRI RAMASWAMI MEMORIAL UNIVERSITY, CHENNAI

BACHELOR OF TECHNOLOGY, EXPECTED GRADUATION DEC 2018

- **GPA:** 7.938/10.0
- **Relevant Coursework** – Marketing Analytics, Social Media Marketing Management, Survey Research, Strategic Internet Marketing, and Integrated Marketing Communications
- **Honors & Awards:** Dean's List, Received third place in UGA's business plan competition
- **Clubs:** UGA Chapter of the Chennai Association, IEEE member

PROJECTS

PET BUSINESS WEB PORTAL

- Designed a cost-effective web app for a local pet grooming business
- Developed an admin interface backend with a budget of 10,000 INR which we estimated to be the minimum cost that would yield the highest return on investment (ROI)

BUSINESS PLAN COMPETITION

- Entered SRM's business plan competition with a group of 4 classmates to build a mock food truck business
- Managed all of the marketing aspects of the business plan including industry analysis, customer trends, market growth, positioning, and promotions.
- Received 3rd place out of the 30 teams that entered the competition

ADDITIONAL SKILLS

- In-depth knowledge of social media marketing platforms: Twitter, Google+ Facebook, LinkedIn, Instagram, Pinterest
- Adept with Microsoft Office Suite
- Tamil: Advanced