

# Siva Ranganath Meenakshi

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## Objective

To utilize my business knowledge and gain meaningful experiences with a team of professionals in a full-time position starting May 2021.

## Education

Rochester Institute of Technology, Expected Graduation: May 9th, 2021

Major: International Business & New Media Marketing, Minor in Entrepreneurship with Chinese immersion.

GPA: 3.5

Accolades: Dean's List and Honors - Fall 2017 – Present

## Work Experience

Sales/Marketing Intern, Noticestry  
January 2020 – June 2020

- Create sales for Noticestry by gaining clients and leads.
- Help Noticestry with its brand management and outreach through networking, conferences, etc.
- Manage sales leads through Calls, CRM software, etc.

Market Research Intern, Farther Farms  
October 2019 – January 2020

- Conduct market research on the entry market of Farther Farm's dehydration technology
- Identify the key markets for the technology and potential product offerings.

Global Union Community Manager  
September 2019 – June 2020

- Manage the Global Union Instagram account.
- Create content to promote Global Union and events.
- Work in a team to put together events for the community.

## Skills

**Business:** Strong accounting, import/export logistics, social media marketing and global business skills.

**Software:** Experienced with Advanced Excel, Basic HTML and CSS coding.

**Teamwork:** Experienced with conflict resolution and creating team dynamics.

## Projects

LiveUnited Business Plan-  
May 2019

- Worked on a global team from Beijing and Dubai on a housing rental service for Chinese students coming to America and international students coming to China.
- Researched mitigating risk in the global venture, complying with Chinese regulations, market data, target demographic trends and financials.
- Presented to a mock board of investors.

Nollywood Study for Business Opportunities-  
December 2017

- Compiled and presented a report of the Nollywood industry in Nigeria.
- Considered business viability for foreign companies and how to conduct business in Nigeria, considering culture, social settings, threats, etc.

PedalPower Marketing Plan-  
December 2018

- Designed a power block for college students that charges while you bike.
- Collected market research on college students and American biking trends.
- Created media, market penetration strategies and product life cycle.

NutriHop Business Plan-  
December 2018

- Created and presented business plan for a cricket protein offering in the Rochester area.
- Researched financials, market, potential product offerings and expansion plans.

## Organizations

Outfit 14A, 2020- Present

- Joined an art collective as a digital marketer and artist. I create promotional materials, covers, digital art, and music.

S.E.A.L, 2018-Present

- Volunteered 30 hours a month for a student run thrift sale pricing items, planning promotions, and displaying items on the sales floor.