

DIYA IYER

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EDUCATION

ROCHESTER INSTITUTE OF TECHNOLOGY

Rochester, NY

Masters of Business Administration (GPA: 4.0/4.0; Dean's List)

Aug 2025 – May 2027

B.S., New Media Interactive Development; Minor in Psychology (GPA: 3.8/4.0; Dean's List)

Aug 2022 – Aug 2025

PROFESSIONAL EXPERIENCE

COMMUNICATIONS AND MARKETING INTERN

Remote

thatgamecompany

Mar 2026 - Jun 2026

- Pitch trend driven social content ideas for seasonal campaigns and events, aligning with audience engagement goals.
- Research emerging social media trends for actionable insights, content strategy, creator briefs, and campaign direction.
- Collaborate with content creators by developing event and seasonal briefs, proposing engaging content concepts, and supporting end to end execution including graphic design, storyboarding, visual and video production.

PRODUCT MANAGEMENT INTERN

Skaneateles, NY

Waygate Technologies

May 2025 –Aug 2025

- Spearheading strategy, development, and lifecycle management of innovative inspection technologies.
- Collaborating with cross-functional teams and driving product vision with a focus on user needs, technical feasibility, and market viability.

PRODUCER

Remote

School of Interactive Games and Media - Rochester Institute of Technology

May 2024 – Sep 2024

- Led a 25-member team in the design and development of a student networking app connecting developers and designers for collaborative projects. Managed project milestones, code reviews, and feature testing cycles.

GRADUATE ASSISTANT, ORIENTATION COORDINATOR, SUPERVISOR, LEADER

Rochester, NY

New Student Orientation - Rochester Institute of Technology

Apr 2023 – Present

- Recruited, onboarded and supervised over 200 orientation leaders, programming assistants, and team captains for Fall 2025.
- Designed and authored training and facilitation guides for orientation leaders and captains.

SKILLS

Skills: Project Management, Event Planning, Public Speaking, Social Media Management, Copywriting

Tools & Technologies: Photoshop, Illustrator, Premiere Pro, After Effects, Sprout Social, CreatorIQ, Unity, Notion

Programming Languages: JavaScript, C#, Java, Python, HTML5, CSS

PROJECTS

BATTLE OF THE BUZZERS

Jan 2025 - May 2025

- Developed interactive Unity-based front-end for a physical museum exhibit for the Strong National Museum of Play.
- Engineered game loop mechanics combining light-tile racing and trivia challenges to simulate game show dynamics.

ACTIVITIES

FOUNDER - STEM Universal Reach Foundation (Nonprofit Organization)

Jan 2019 – May 2022

- Delivering free workshops by authoring STEM curricula on AI and programming for K–12 students.
- Created and deployed the ThunderPortal website, connecting robotics teams globally to mentor young learners via community-based programs.