MANASWINI RAJARAM

WORK EXPERIENCE

THE BOEING COMPANY | SEATTLE, WA
Summer Analyst in Contracts IT, May 2015-Aug 2015
- Led a Team Foundation Server (Microsoft Visual Studio Online) implementation that consolidated 5 application lifecycle management programs into one.
- Tested dashboards of aircraft pricing and revenue management system for compliance with user interface and technical design documents; discovered 1 major and 3 minor bugs.
- Implemented scrum, stand-up and kanban techniques for Agile Project Management to increase team productivity.

THE BANK OF NEW YORK MELLON | NEW YORK, NY
Summer Associate in Asset Servicing Technology, Architecture & Core Services, May 2014- August 2014
- Managed a business transaction monitoring dashboard project for a suite of applications to monitor trade lifecycle, identify bottlenecks, and meet internal and external SLAs.
- Coordinated daily scrum around dashboard development discussions using the Agile framework with an international team; logged program bugs, milestones, risks and next steps on JIRA.
- Modeled complex Net Asset Valuation and Straight Through Processing activities in an understandable and aesthetic format.
- Co-authored white papers on use cases of systems aggregation to promote thought-leadership and community contribution on development through internal social networks.

EASYPOSE / DESKANA | STATE COLLEGE, PA
Founder, September 2013 - Present
- Started a workplace wellness firm (easypose) to provide yoga and mindfulness services to local businesses at lunchtime.
- Pilot tested with local startup and received some cash inflow; failure to grow with previous business model resulted in pivot.
- Recruited a team of four students to develop a new product, Deskana, at HackPSU, which uses Arduino Uno and Bluetooth LE to facilitate proper posture, sedentary awareness, and stress-relief breaks throughout the workday.
- Designed UI for accompanying mobile app that monitors posture and time spent seated to increase well-being in 24 hours.
- Prospecting future customers through customer pain-point extraction interviews and customer profile lists; seeking funding through University-sponsored pitch contests for prototype construction.

INNOBLUE ENTREPRENEURSHIP | STATE COLLEGE, PA
Vice President, April 2014 - Dec 2014 & *Marketing Lead,* Aug 2013 - April 2014
- Managed a marketing team that promoted over 30 workshops on innovation with companies like Facebook, Microsoft, Reddit, and Weebly using email and social media marketing tools like Eventbrite, Facebook Ads and MailChimp. Designed promotional materials for events with Adobe design tools.
- Led pitch stations for the largest student-run pitch contest in America; exceeded goal of 1000 pitches two years in a row.
- As Marketing lead, directly contributed to a membership increase from around 200 to 2000 student members.

CROSSED CLOUDS LLC | STATE COLLEGE, PA
Marketing Coordinator, Feb 2013 - May 2013
- Directed and tracked a Facebook advertising promotion to increase site traffic for web development startup.
- 15,000 Facebook views from undergraduate students (target market.)

EDUCATION
- The Pennsylvania State University, Class of 2016
- Concurrent majors in Marketing and Information Sciences & Technology
- Schreyer Honors College
- **GPA 3.86/4.00,** Dean's List 6/6

SKILLS, LANGUAGES AND INVOLVEMENT
- Adobe Photoshop & Illustrator, Microsoft Office, Java, HTML/CSS, SQL, Copywriting, Marketing Analytics, Certified Yoga Teacher, Tamil, Latin, German
- Resident at the co.space home for changemakers; Yellow-Belt at the Workshop School of Action; 2015 participant at the Interactive Marketing Analytics Experience with Google; volunteer adult literacy tutor at Penn State