

Chandni Prabhu
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EDUCATION

University of California, Davis (UCD)

Davis, CA

September 2021 - June 2023

- B.A. in Business/Organization Communication
- GPA: 3.2/4.0
- Minor in Technology Management
- Relevant Coursework: Managing and Using Information Technology, Marketing for a Tech Enterprise, Supply Chain Planning and Management, Introduction to Entrepreneurship, Management of Innovation and Entrepreneurship, Launching a Company, Organizational Behavior for a Tech Enterprise, Social Media Planning and Strategy
- Transferred from **Diablo Valley College** (GPA: 3.6/4.0), with an A.A. in Communications.

PROJECTS

Business Process Transformation

Managing and Using IT

September 2021

- Led a transformation project focused on mitigating the issue of microplastics in the ocean, conducting a comprehensive analysis of diverse sectors such as fast-fashion industry, laundry detergents and washing machine manufacturing.
- Recommended optimized solutions for each industry to leverage technology, streamline operations, and drive innovation to reduce the output of microplastics in the oceans.
- Skillsets: Process Analysis (SIPOC, System Map: Current State, Root Cause Analysis, Ladder of Inference, Pain Points), Identification of IT Opportunities (PPT: People, Process, Technology), Solution Design (System Map: Future State, Business Capabilities, Flexibility Matrix), Implementation (Balance Scorecard), Change Management (Change Curve, Tradeoffs), Continuous improvement (Kaizen)

Go To Market Strategy

Marketing for a Tech Enterprise

March 2022

- Collaborated on a team project to develop a comprehensive go-to-market plan for a prominent fast-food restaurant providing innovative tech solutions for major customer pain points. **[Won first place]**
- Skillsets: Customer Data Collection (Using Surveys), Competitor Analysis, Market Segmentation, Market Analysis, Gap Analysis, Consumer Behavior Analysis, Value Proposition, Sales Enablement, Evaluation, and Iteration

CAPSIM - Business Simulation

Supply Chain Planning and Mgmt.

March 2022

- Successfully completed a business simulation project on CAPSIM, demonstrating proficiency in strategic decision-making across various functional areas, such as marketing, finance, operations, and human resources. **[Placed first in the simulation]**
- Skillsets: Strategic Thinking, Financial Analysis, Market Research and Analysis, Cross-Functional Collaboration, Decision Making

Simulated Venture Proposal

Introduction to Entrepreneurship

June 2022

- Presented a venture proposal for an existing world-class cloud-based customer relationship management platform (Salesforce), outlining the business idea, feasibility and potential for growth and profitability.
- Skillsets: Business Model Canvas, Design Thinking, Lean Startup, Agile

EXPERIENCE

YoungWonks, Wonksknow LLC

Business Development Intern (Account Management)

March 2021-Present

- Contributed to the brainstorming and implementation of campaign and outreach ideas for business growth.
- Met specific targets for business-to-business and business-to-customer sales.
- Converted inbound leads and inquiries from lead to customer.
- Onboard new customers onto company's LMS and CRM platform
- Supported Content Planning and Social Media Marketing for EdTech.

Sarah Scoop LLC

Content Creator/Blogger

August 2020-March 2021

- Pitched and planned campaigns on trending lifestyle topics based on current research.
- Managed and published blogs on sarahscoop.com
- Monitored company's social media accounts (Facebook, Pinterest, Reddit).
- Blog writer for the Sarah Scoop Show (Instagram live shows interviewing celebrities and influencers)

ADDITIONAL SKILLS

- **Applications:** Microsoft Word, Excel, PowerPoint, SharePoint, Canva, Figma and Google Workspace equivalents.
- **Technical Skills:** Familiar with Python and HTML
- **Information Management:** Software Development Lifecycle, Agile and Waterfall Methodologies, Software System Analysis
- **Entrepreneurship/Launching a Venture:** Business Model Canvas Design, Venture Proposals, Strategic Marketing Campaign Plan, Strategic Social Media Plan
- **Languages:** Proficient in English, Hindi, Tamil, Telugu; Familiar with Kannada, Punjabi, French