

RADHIKA VY

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EDUCATION

YALE SCHOOL OF MANAGEMENT

Master of Business Administration (MBA)

New Haven, CT
2025

- Active member: Consulting Club, Tech Club, Marketing Club, Hockey Club

COLBY COLLEGE

Bachelor of Arts, Economics and English (Creative Writing) with Honors (GPA: 3.77)

Waterville, ME
2020

- Dean's List (4 years), Phi Beta Kappa Speech Contest Winner, Elmira Nelson Jones Prize for Creative Writing (Top Prize in English Department), Economics Teaching Assistant (Research Methods & Statistics)
- Internships: Marketing at FPT Japan (2019), Public Relations at BIDV-MetLife Insurance (2018)

PROFESSIONAL EXPERIENCE

IDMISSION, LLC *Global AI and identity verification startup valued at \$10 million*

Marketing Specialist

Remote
2022 - 2023

- Added \$2M+ in firm revenue from product launch of 2.0 version of AI identity verification software by conducting competitive analysis and developing product launch strategy
- Exceeded internal KPIs by acquiring 100+ new website followers, 136K+ impressions, and 5 product demo calls over four months by executing B2B email marketing campaigns with A/B testing (HubSpot) and paid ad campaigns (LinkedIn)
- Achieved a 103% increase in customer onboarding by initiating a redesign of IDmission's mobile app user interface; managed UI/UX and graphic design teams and led A/B testing to find optimal app flow

Implementation Manager

2021 - 2022

- Direct report to COO; decreased response times by 1.5x by addressing inefficiencies and improving operations team's accuracy in error resolution for AI model's low-confidence results
- Improved fraud detection accuracy by 58% by implementing a training/testing curriculum for new hires on operations team; built APIs to simulate live transaction forms and score employee performance
- Increased accuracy rates of optical character recognition (OCR) engines from 36% to 71% for Arabic characters in ID documents over the course of a 3-month AI retraining project

Consultant

2020 - 2021

- Increased revenue 62% to \$128K in one year by managing key customer account in emerging Middle East market as lead point of contact for onboarding, product development, and bug fixes
- Reduced inaccuracies in AI model detection of individuals wearing headscarves by 86.6% by leading retraining project for facial detection technology

ADDITIONAL INFORMATION

- Skills: Postman, JIRA, HubSpot, LinkedIn Ads, Python, Stata
- Interests: Creative Writing (fiction novel manuscript in progress), Theater (favorite musical: Hamilton), Hip-Hop Dance (choreographer), Ultimate Frisbee, Beginner Ice Hockey