

Rasa Audejaitis

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PROFESSIONAL EXPERIENCE

Product Marketing Manager, Tavily

New York, NY

Marketing Lead

Aug. 2024 - Present

- Creating and executing product marketing strategy; aligning company perception with GTM vision
- Collaborating with the CEO, engineers, and clients to enhance the user experience and drive client acquisition and success across various industries and applications

Sales and Relationship Management, BlackRock

New York, NY

Intern

Summer 2024

- Summer analyst with the American Institutional Business; assisting with Project Management and Relationship Management on BlackRock's Pensions team that manages 3% of institutional assets, 2T AUM
- Worked with team to engage with Chief Investment Officers and Treasury Departments of Private and Public Pensions through research and analysis resulting in the generation of 2 account strategies

Computer Science Teaching Assistant, Columbia Engineering

New York, NY

Teaching Associate III

Aug. 2023 - Sept. 2024

- Selected as a Teaching Assistant for 'Computing in Context Economics' (COMS 1002) in the Fall semesters
- Promoted to Teaching Associate in the Spring semester for 'Introduction to Java' (COMS 1004) and 'Fundamentals of Computer Systems' (CSEE 3827), after recognition for teaching abilities and leadership skills
- Devoted 20+ hours per week, including 8+ hours of direct instruction, to collaborating with a team of 5-35 Teaching Assistants to grade assignments, test exam questions, proctor exams, and conduct office hours and recitations for classes ranging from 200-500 students

Summer Business Analyst, Quorum Consulting LLC

Denver, CO

Intern

Summer 2023

- Assisted the Principal to lead on-site tactical workshops with C-Suite members, conduct informational interviews, analyze economic data, and edit policy plans, culminating in the development of a 3-5 year strategic plan
- Contracted to Sova to help develop and implement a transfer student journey map for State of Kentucky higher education, touching over 80+ universities and community colleges

EDUCATION

Columbia University, Barnard College

New York, NY

BA in Computer Science - Human Computer Interaction

GPA: 3.9/4.00 | Relevant Coursework: Artificial Intelligence, Information and Design Lab, Empirical Methods in Data Science, UI Design, Human Factors Engineering, Advanced Programming, Discrete Mathematics, Probability and Statistics

Languages: C, Bash, Java, Python, R, HTML, CSS, Flask, JavaScript, React, Assembly (MIPS)

Awards: 4.0 Scholar Athlete, Dean's List

LEADERSHIP ROLES & CAMPUS ACTIVITIES

Columbia Lightweight Men's Rowing

New York, NY

Division 1 Coxswain

Sept. 2021 – Present

- Selected to the leadership role of coxing the Heavyweight Varsity 8+ during both freshman and sophomore seasons, transferred to Lightweight squad for greater competition and further development
- Developed effective time-management skills, balancing coursework with 25+ hours a week devoted to practice

Unaffiliated Research with Nicholas Lee Parker, PhD.

New York, NY

Principal Researcher

Jan. 2024 – Present

- Devoted 10+ hours a week to gather, clean, and monitor data trends on 35+ athletes; gathering and cleaning data 1M+ points over four databases with daily information updates
- Developing predictive models for athlete placement and expected performance over 4+ years

Columbia Women's Business Society

New York, NY

Professional Development Committee

Sept. 2021 – Dec. 2024

- Selected to PD committee to manage networking opportunities and events for 900+ general body members
- Mentored 5+ students in networking and interview process for SWE, Quantitative Analytics, and Consulting

ACTIVITIES & INTERESTS

Activities: Amature Running, Food Criticism, Daughters of Lithuania, Lithuania Heritage Education

Interests: Backpacking, Painting, Travel, Lithuanian Language