Rashi Ranka

Business Strategy & Design Thinking

New York, NY

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Work Experience

Customer & Experience Transformation Consultant at IBM NYC **Feb 2022 - Present**

- Supports and leads Experience Strategy efforts through insight, idea, impact to uncover customer insights, define a strategy to innovate the customer experience and create a roadmap to guide the execution of the strategy.
- Key Clients: Pfizer Inc., FedEx Inc.

Client: Toyota Research Institute | Moback Inc. — Project Manager **Mar 2020 - Feb 2022**

- Created an excel model to track monthly reports and project activity which saved management time by 50%
- Managed an 8-person UX project using Jira with Toyota Research Institute in Japan among other projects
- Researched and created 10+ detailed case studies on previous and ongoing projects for Moback's website

DFBlue (Micro-conference) — Co-Creator **Jul 2019 - Feb 2020**

- Co-created the first-ever micro-conference on deepfakes with 30+ attendees in NYC with DFBlue
- Led a team of 4 students at Harvard to research the political effects of deepfakes on viewers
- Crafted complex storylines on ways to combat digital forgery and presented them to a senior audience

Recovery Cafe San Jose — Content Creator **Feb 2019 - Oct 2019**

- Crafted and directed a short film for the annual fundraiser with 450+ attendees including the Mayor of San Jose which helped to raise over $130k at the event
- Increased online reach by 150% by creating content and enhancing RCSJ's Social Media presence

Tetramind — Brand Manager **Feb 2018 - Dec 2018**

- Led and managed 6 projects for e-commerce websites, company websites, and digital marketing plans
- Launched ELLE Boutique and created tailor-made content for India which increased brand reach by 120%
- Introduced a template for media plans and reports, which cut down the process from 1 week to 2 days

Avni Tech Ventures — Marketing Associate **May 2017 - Feb 2018**

- Increased sales 20% by implementing various email marketing templates
- Designed a food truck for a niche geographical market and improved serving efficiency by 25%
- Created branding solutions for a disposable shoe cleaning wipe product to increase visibility

Education

- **University of Illinois Urbana Champagne**, Gies College of Buiness 2023. M.S. Management Science.
- **San Jose State University**, Lucas College of Business 2021. B.S. Business Administration. Concentration in Marketing. Summa Cum Laude.
- **4.0 GPA and President's Scholar** at SJSU, Project Lead for Business Analytics and Marketing Honors Program
- **Mumbai University**, KC College 2012. B.S. Mass Media. Concentration in Advertising.

Organizations & Honors

- **Directed an award-winning documentary 'Kokh'** on Surrogacy in India with a team of 7 with >30k views
- **Instructional Teachers Assistant** for the Department of Marketing and Business Analytics at SJSU
- **Consulting Project Lead** with **Western Digital** and **Joint Venture Silicon Valley** at SJSU.
- **Language Arts Achievement Award 2020** presented by the Language Department at Foothill College

Technologies: Google Data Studio, Excel, PPT, Word, Adobe Premiere Pro, Adobe XD, Trello, Jira
Skills: Agile, Enterprise Design Thinking, Experience Strategy, IBM Garage Methodology
Interests: Latte art enthusiast, cooking kickass vegetarian food, exploring nyc, world history