

AMULYA PARMAR

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| EDUCATION | UNIVERSITY OF MICHIGAN Stephen M. Ross School of Business Bachelor of Business Administration, May 2021 <ul style="list-style-type: none">Ross Business + Impact Ambassador GPA: 4.0UN Hult Prize - 1st University International Finalist Led a team of MBA's as a freshman to pitch the prototype of a whitespace broadband network (amulya.co/hultprize for more info) | Ann Arbor, MI |
| | UNIVERSITY OF MICHIGAN College of Engineering B.S.E in Computer Science (Dean's List), April 2021 <ul style="list-style-type: none">MLK Martin Luther King Freshman Award Nominee GPA: 3.82MHacks IX Hackathon 1st Place Best use of MixMax API { NodeJS }Selected as one in 10 engineers from the College for the CreativityXchange | Ann Arbor, MI |
| | INTERNATIONAL ACADEMY OF BLOOMFIELD HILLS High School Diploma, June 2017 <ul style="list-style-type: none">National Merit Finalist PSAT : 1470/1520 ACT: 35/36Coca-Cola Stipend Recipient 2017 Elk's Most Valuable Student Scholar 2017 MGCU Education ScholarCo-Author - \$500k, 7-year study on Resveratrol's Inhibitive effects on Hearing LossFounder and Editor-in-Chief of my school's online Newspaper, growing it to 12,000,000 worldwide hits to our online site in over 20+ countries. | Bloomfield Hills, MI |
| EXPERIENCE | SPEECHIFY Product Marketing Manager Intern <ul style="list-style-type: none">Selected as 1 of 10 CS students matched by Piazza.com for Palo Alto StartupsBuilt the Growth hacking and conversion strategy, handling & sourcing over \$120k campaign in Online Advertising Spend that helped grow Ad ROI by 210%Designed an adset that decreased cost per click by a margin of 30%, resulting in a potential projected savings of \$150,000 savings over the next two years.Redesigned the onboarding for the Mac & iOS app, based on in-depth user Interviews I organized, leading to over 33% increase in user retention. | Palo Alto, CA |
| Summer 2018 | LORELIA PICTURES Sales Representative & Growth Hacker <ul style="list-style-type: none">Sourced over \$1.2 Million in leads within the first week and half at Lorelia, setting the company record, and generated \$5.2 Million in leads by the end of the jobBuilt out email sequences via data scraping and targeting high-intent pools, on mass mail merge campaigns via the YesWare CRM, yeilding a 30% Meeting Book Rate | Los Angeles, CA |
| Summer 2018 | HOSTYOURVOICE.ORG™ Founder & Executive Director <ul style="list-style-type: none">We are the online advertising and PR bootcamp for nonprofits & B-Corps.Scaled the subsidiary ThirdWorldTutors.com course offerings & coding curriculum for the ground up, scaling into 30+ countries & 3 different languages.Recognized by the United Nations, as one of 200 organizations leading Social Impact globally at MFSI2017 & MFSI 2018.Started from a web hosting company, I built in High School called DomainSSD.com | Sterling Heights, MI |
| 2015-Present Part-time | NEUROSPRING Lead Web Developer & Brand Manager | Royal Oak, MI |
| 2015-2017 | | |
| ADDITIONAL | <ul style="list-style-type: none">Featured on Huffington Post, ESPN2, Detroit News, Thrive Global, Michigan Daily, Macomb Daily, India Times, Yak's CornerContributor at Business.com, Thrive Global, and BuzzFeedBuilt Freematic.org, a free web search engine for movies, tv shows, and magazinesCoded & Designed an app called "Superconnector" for Android (Java) and iOS (Swift) to enable professional way to exchange contact informationSkills: C++, Python, MATLAB, JavaScript, HTML, CSS, Swift Photoshop, Premiere | |